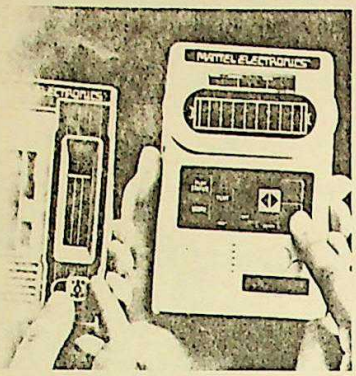
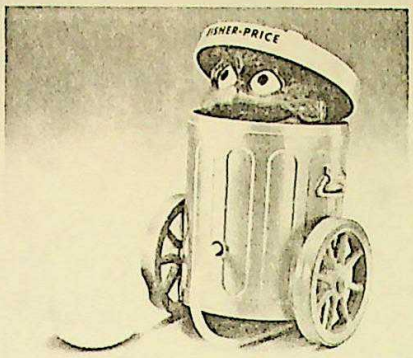
F-37






## el computes big hit

s the Mattel Electronics requir- levision hook-up. The Auto me is a race against time over a course. Drive your car with nd shift controls to avoid #309

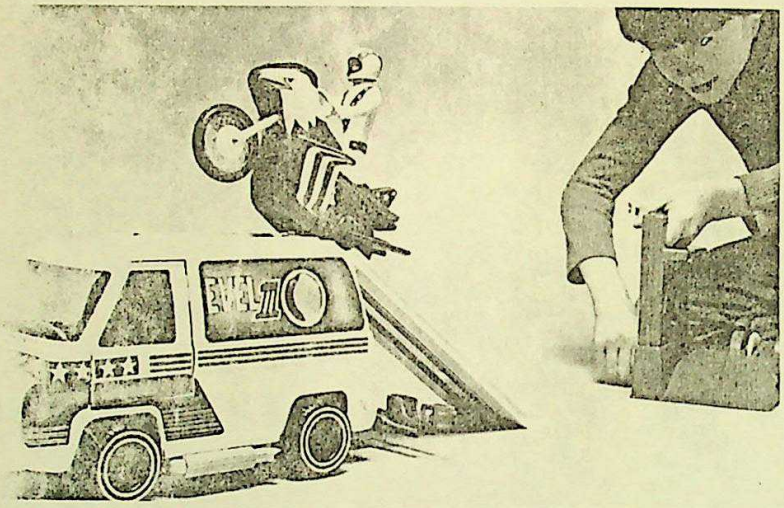



## Fisher-Price cans Oscar

Oscar the Grouch from Fisher-Price is a pull and squeeze toy with a comic jack-in-the-box action. Squeeze bulb and Oscar pops from his garbage can. His wheels click as he's pulled along. Designed for kids 2 to 4. #310

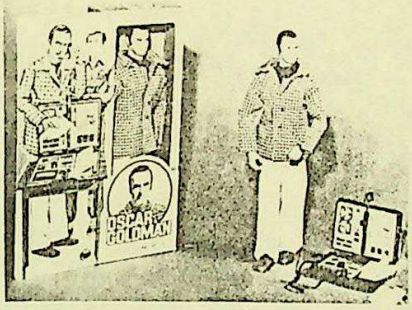
## Barr tosses the disco

Barr has the Disco Toss, the skill game for 2 to 4 people that is similar to horseshoes. Stakes are made of durable plastic. They are packaged on 9½" x 13½" corrugated cards, suitable for peg or shelf merchandising display. Instructions are included. #311



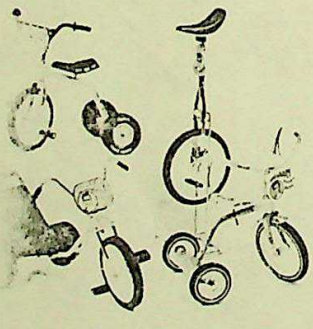
## nievel Toy Caravan rolls into fifth big year

the Evel Knievel category of has two new action vehicles, CB h Evel's voice saying CB phrases ck rig, and the new Strato Cycle, a replica of the cycle in Viva Knievel, starring Gene Kelly, and Lauren Hutton. Products are made of durable materials. #312



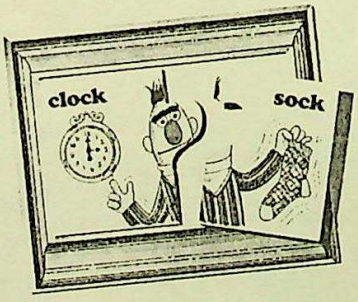
## Kenner debuts Oscar Goldman

Kenner has the new action figure Oscar Goldman of Six Million Dollar Man fame. His briefcase has secret files that explode if improperly opened. Don't get caught! #313



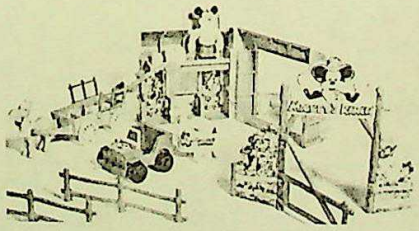
## rom rides with The Fonz

m's The Fonz series of bicycles les includes this splendid array led-goods. Personable ex- such as "Sit on it!" and " highlight the bicycles' s Meets standards. #314




## Playskool puts pieces together

Four Sesame Street sets and two Electric Company sets make up Playskool's Match-Ups series. Each contains 24 simple 2-piece puzzles, designed by Children's Television Workshop, that children must match up. #315



## AHI turns to ranching for fun

Azrak-Hamway's Remco has the Mouse Power Ranch with figures, gates, jeep, horse and wagon, bales of hay, barn, and hay dispenser. No batteries are required. Give Mickey a charge in his arm. #316



MAY 5, 1977

273
DIG. 28

1978

# Electronic games

## that amuse, challenge, and outwit you

copy in 273/85G

Inside these smart games, sophisticated microprocessors make them great adversaries

By BILL HAWKINS

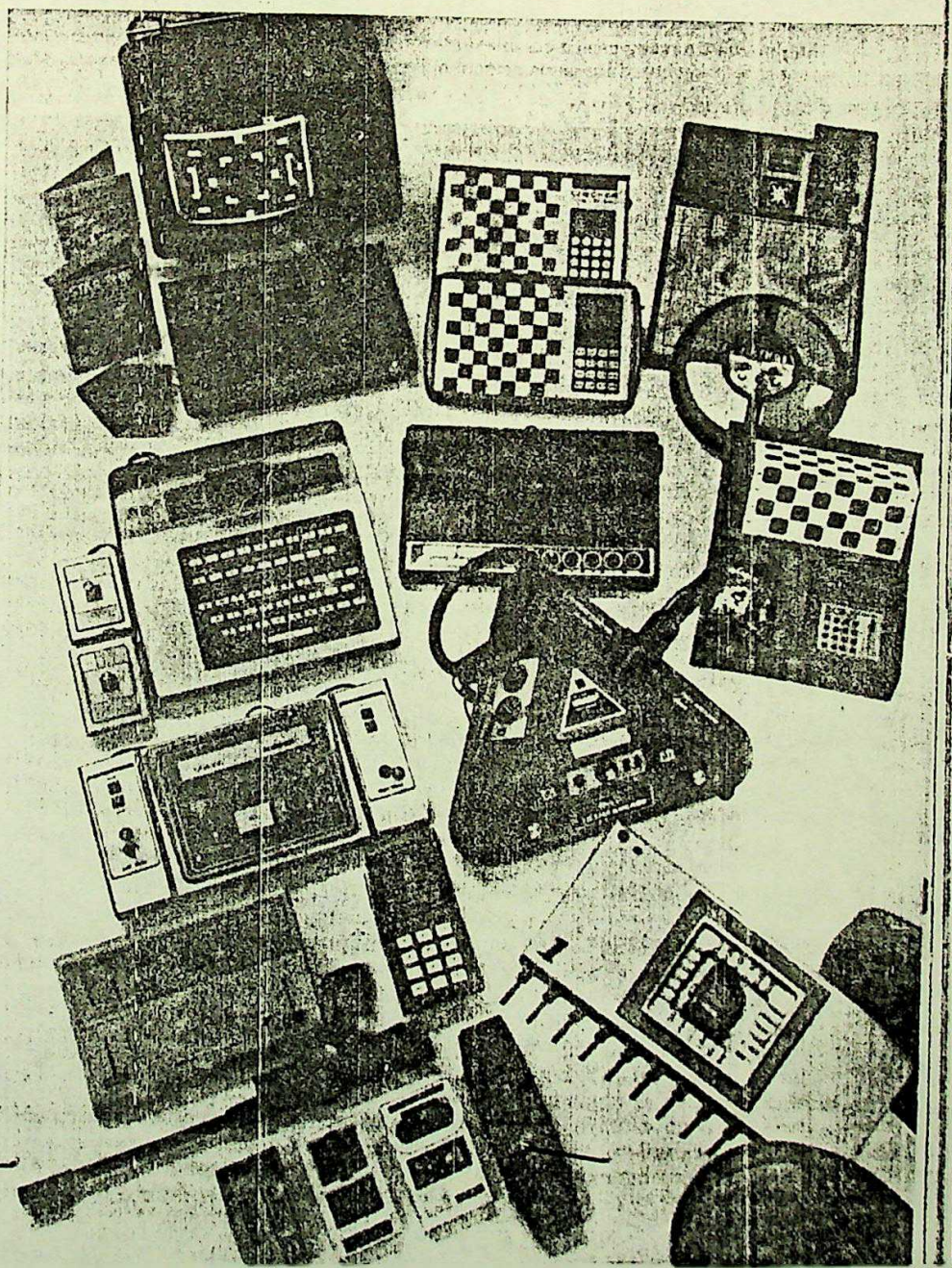
I looked down at the small clear-plastic box in my hand. The tip of my finger covered one of the paper-thin squares loosely packed inside. "Each one of those silicon chips can hold up to 128,000 pieces of digital information," said Jim Muller, technical spokesman for Texas Instruments. "Newer ones we're working on will store over 256,000 bits."

Exotic parts for a sophisticated computer system? They could be, but in fact each was a typical component TI uses in one of its $50 word-teaching games for kids. And it is just one sample of the incredible microcircuitry used in today's electronic games.

The miniature size, flexibility, availability, and low cost of these circuits have drastically changed the game and toy industry. Electronic video-game pioneers such as Atari, Magnavox, Fairchild, and Coleco are now competing against the non-electronic- and board-game makers: Parker Brothers, Mattel, Marx, Mego, and Milton Bradley, to name a few.

There are video games that attach to your TV, using its screen for colorful graphic displays of

*Continued*



Microprocessor is the key ingredient to all these—and many more—electronic games. They can be programmed to play anything from checkers to "Simon."

Please return to M. Fairfer

ıro and a Mustang operated by ›es and featuring prompt throt- :sponse and quick cornering. :hird car, a tenance van is self- led and moves at a constant l in either lane.

ex offers six new electronic ›. Entex hand-held electronic s can be played by more than ›layer at the same time or st the computer. Some feature tional remote control. Subjects ie baseball, road racing, space and soccer. The electronic Dan a word-recognition toy. The responds to specific commands s "go," "stop," "turn right," left". In Entex' electronic War game players try to opponents' base ship or fleet fighters.

## ›mputer tests players

ee games mark **Ideal's** entry e electronics field. Electronic tive's computer brain can 130,000 different crimes and ›layer grills the computer to ob- lues about crime suspects. ic is an audio-visual game in players are matched against a ter which tests their listening seeing abilities. Cosmic In- r. a low-priced electronic me, is a UFO that players try sarm by trying to fit the plugs he right holes.

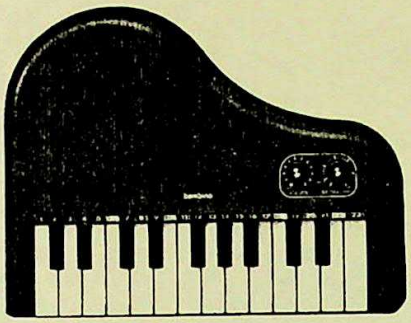
›icta introduces three electronic ›ns of Mastermind. Electronic ermind using a single chip ›-processor and two printed cir- lets players choose among nine ate games at three levels of dif- y. Walt Disney MasterMind is sier three-hole version in which ey characters search for their friends. MasterMind 44 uses boards to play the traditional e. thereby allowing up to four s at a time to play.

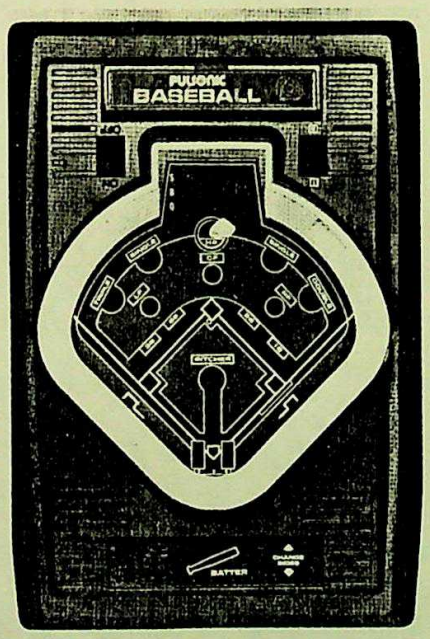
## rmchair sports debut

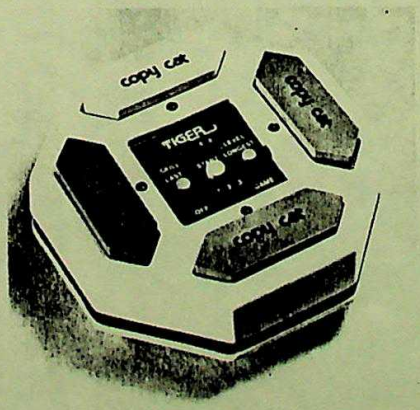
ego lets armchair athletes play innings or nine holes with nic Electronic Baseball or nic Electronic Golf. Baseball es a manual pitching console hoosing fast ball, slow ball, right ft curve, and automatically rs balls, strikes, outs and runs. nic Golf recreates all the playing features of a nine-hole golf course including water and sand traps.

**Atari** is adding new game program cartridges to its video computer library. Computer sports games include Football, Miniature Golf, and Bowling. Slot Machine simulates a Vegas gambling machine. In Human Cannonball players shoot a man out of the cannon and into the water tower, and in Canyon Bomber players drop bombs from a plane into the canyon. In Sky Diver players release their Sky-Diver from an airplane. The Casino computer

*continued on page 54*








*TOP — Left: Bambino's 23 key Classic Tones Deluxe Electronic Organ with Metronome has true tone and perfect pitch. Right: Invicta's single chip Electric MasterMind lets players try nine games at three levels of difficulty. CENTER — Left: Mego's Pulsonic Electronic Baseball features a pitcher, a batter, and players who can run around bases. Right — Ideal's Maniac tests children's listening, seeing, and musical abilities with notes, patterns, and melodies. BOTTOM — Tiger's Copy Cat also sharpens children's sight and hearing by challenging them to match lights and sounds with each turn getting more complex and faster.*

Toys, Hobbies + Crafts March 1979

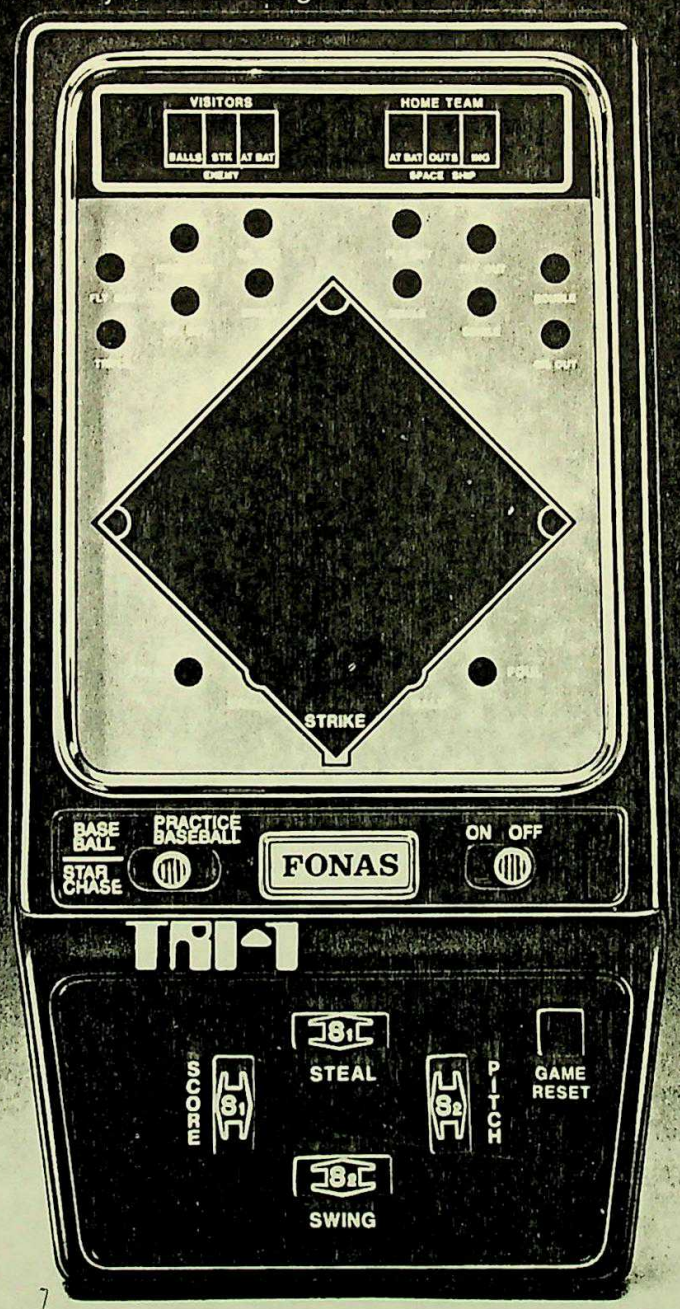
# NEW TRI-1
# 3 GAMES IN ONE.

**Baseball. Batting Practice. Star Chase.**

Tri-1 is the most playable hand-held electronic game yet. It's the only one that lets 'em steal a base, make a double play, keep continuous score. And when they're done hitting balls, they can try to hit enemy starships. All ages can play, alone or with a friend.

They'll see that Tri-1's more fun, right off the bat. Supported by high impact packaging, a hefty TV schedule, competitive pricing. See your Fonas representative for details on Tri-1 or the other quality Fonas products—Spiral Passer, Johnny Bench Batter-Up, Zimm Zamm, Tee Ball and Struts. Or call or write Fonas Corporation at P.O. Box 759, Latrobe Industrial Park, Latrobe, Pennsylvania 15650; (412) 539-4571.

FONAS
The Good Sports




## TRI-1. THE BEST GAME IN AMERICA AND THE UNIVERSE.

# Mattel launches new electronic entries; Football II debuts

HAWTHORNE, CALIF. — Mattel Electronics has announced plans to begin marketing Football II, an improved version of its Football I hand-held electronic game, in June. This announcement came with the notice that Mattel will debut other electronic games in August.

Football II has a ball carrier who competes against a built-in thinking computer. The carrier can return kickoffs and punts, and can decide to run or pass as the play unfolds. Marketing director Tim Huber called the game "an improved version of Mattel's Number One-selling self-contained Football I." It is expected to sell for about $30, without batteries.

The Mattel Electronics Horoscope Computer, to be available in August, covers astrological forecasting in eight aspects of life provided by the unit's built-in microcomputer.

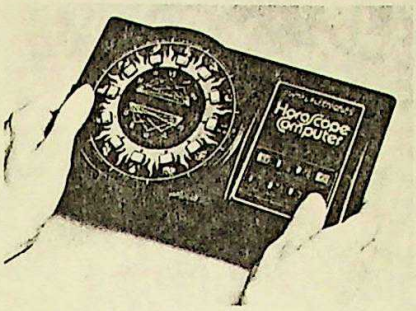
The participant's astrological sign and date for the reading are punched into the unit and the computer provides a personal forecast in seconds. Themes are love, money, career, travel, friends, family, spirit, and creativity. The Horoscope Computer also gives compatability forecasting.

Another August entry is Brain Baffler, a game in which the participant opposes another player or the unit's built-in thinking computer. The game actually is eight word and strategy games including: Anagrams; Build-a-Word; Flash Word; Third Degree Flash World; Copy That; and Go Hang. Two additional games involve coded number sequencing generated either by the computer which both players must figure out or by one of the players which his opponent must uncover.

Beginning with national delivery in September is electronic Hockey, a game that pits one or two players against a computer.

Already being shipped is the new hand-held Baseball game. Players can pitch fast balls, curves, and change-ups. The computer determines contact and whether the player gets a hit or misses.

Distributed nationally in April was Mattel's hand-held Soccer game. The goalie is the key defensive player and can move to deflect and block shots. The game can be played at two speed settings, and by either one or two players.




*Mattel's Horoscope Computer*

## ARC increases business in vanity sets by 25%

NEW YORK — A.R.C., formerly known as Athol-Research Company, has announced that it has increased its vanity set business by approximately 25 percent per year, and because of the limited number of manufacturers in the category, expects an even greater increase this year.

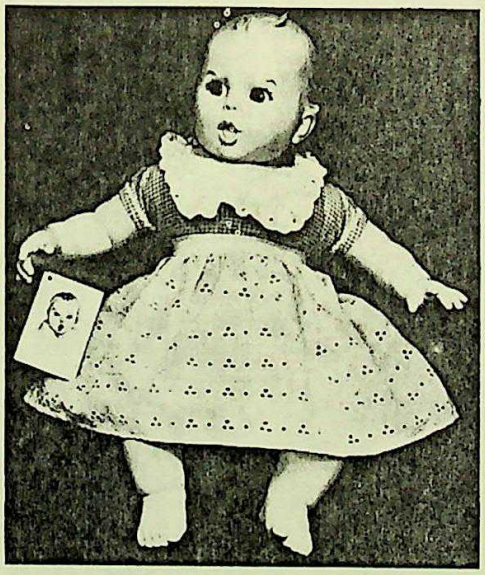
Bob Gellman, president, stated, "Despite the unavoidable price increases that we have taken this year because of the tremendous increases in raw materials, we will continue to give our customers the best possible quality for the lowest possible price."

The company, which has been making health and beauty aids for 73 years, attributes its healthy position to the acquisition of the Barbie lines and many other items as well.

# Atlanta Novelty

DIVISION OF GERBER PRODUCTS COMPANY

# Presents



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P.182 PLAYTHINGS FEB. 1980

P.183

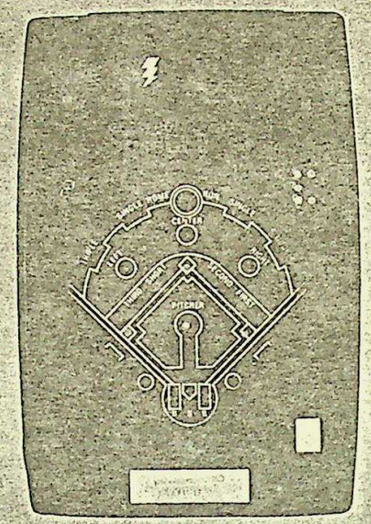
# ELECTRONIC GAMES

This powerful new line-up of electronic games from Entex is going to take the industry by storm.

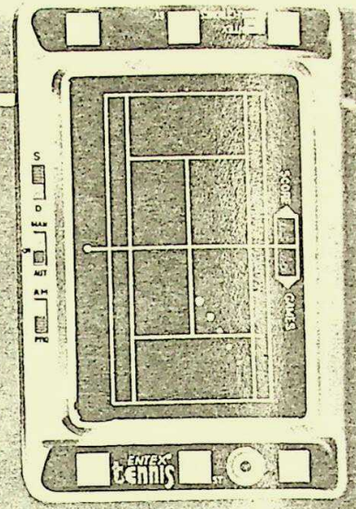
Every game is loaded with all the rock 'em, sock 'em color excitement and full-field action of the real thing, including dramatic sound effects and brilliant LED readout displays.

We've got games of every major sport, games of chance, arcade games, musical games, and more. Each incorporates the latest state-of-the-art CMOS technology. And includes the most up-to-date features of any in the industry.

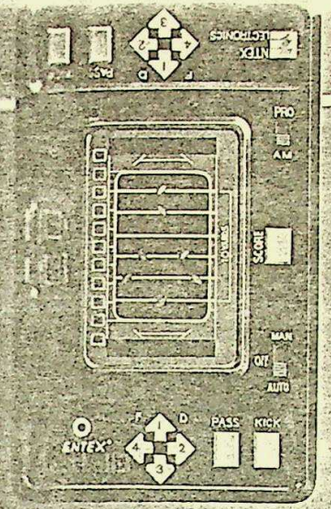
And remember, Entex will add plenty of network and spot TV ad support to make this the "Hot Line" for 1980.



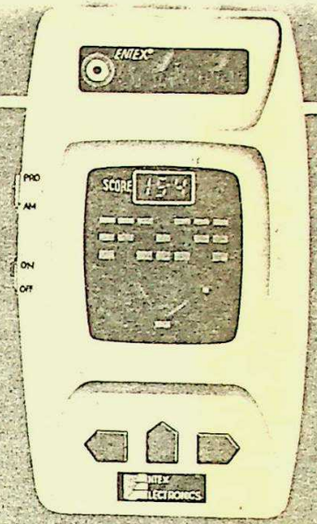
#68001 Electronic Baseball 1



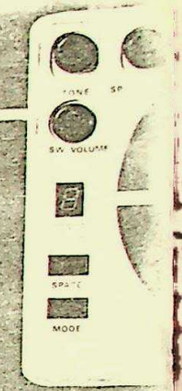
#6013 Electronic Tennis



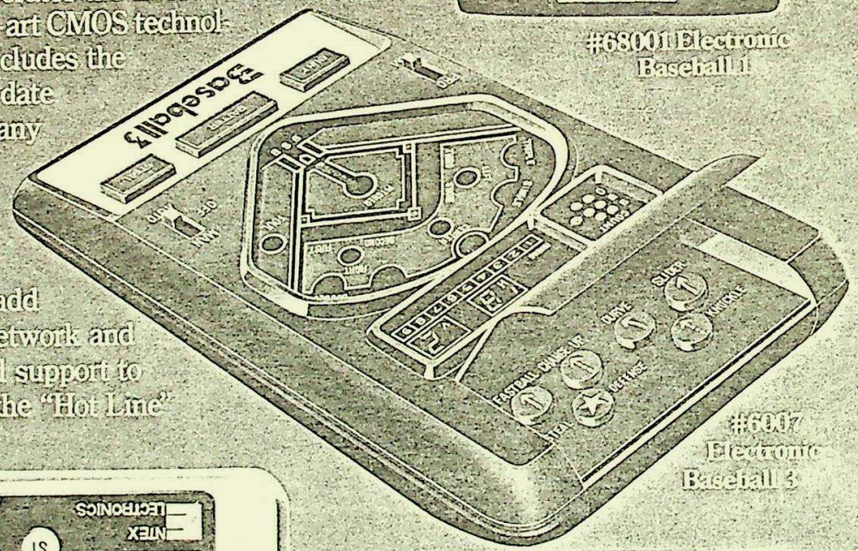
#6018 Electronic Football 3



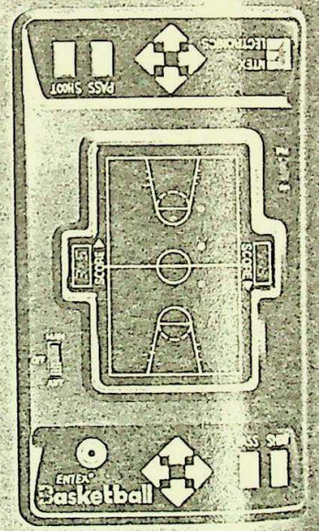
#6015 Electronic Blast It



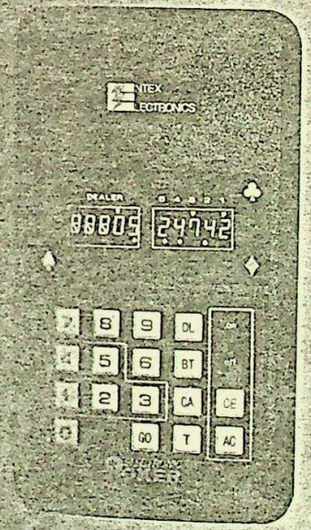
#6014 Elec Musical M



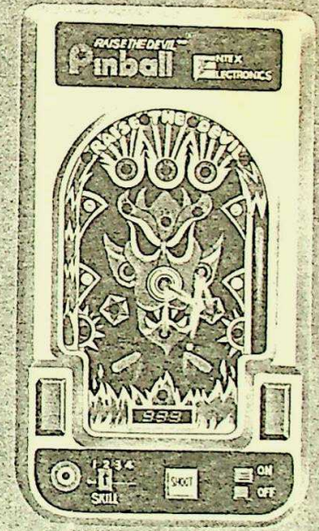
#6007 Electronic Baseball 3



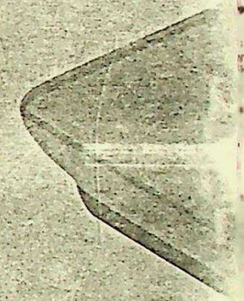
#6010 Electronic Basketball



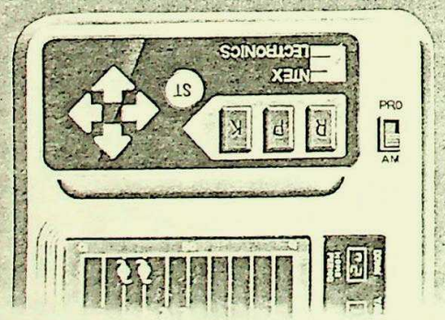
#6005 Electronic Poker

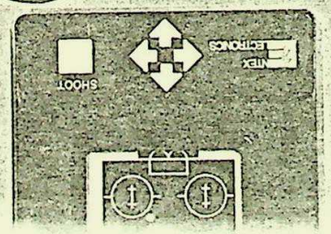


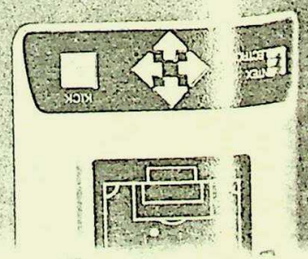
#6011 Electronic Raise the Devil™ Pinball

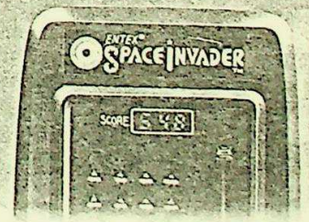


MAC™ MINI A host of soph for kid









# Varied marketing strategies key growth of ELECTRONICS

*Game manufacturers turn to TV, print promotion as category is deluged with product*

**By Mark Sullivan**

It started with a beep, shipping $21 million worth of merchandise in 1977. The usually staid toy industry began to take notice of this electronic upstart easing its way into the toy department. In 1978 toy people had no choice but to notice. Electronics accounted for $112 million in manufacturer shipments, an increase of more than 500 percent. The electronics explosion had hit the toy department.

If 1978 was the explosion, then 1979 represented the proliferation. Electronics shipped $375 million worth of goods at the manufacturer level and sold 38 million units at the retail level, ringing cash registers to the tune of $782 million.

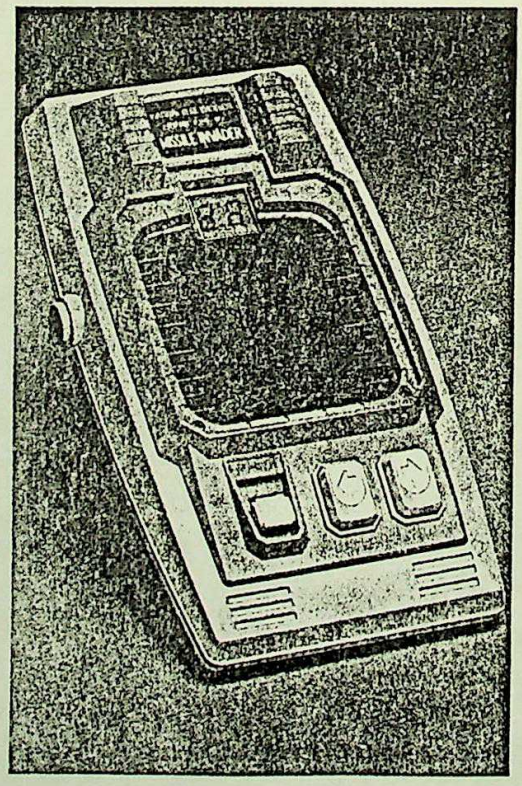
The beep that started it all had become a roar.

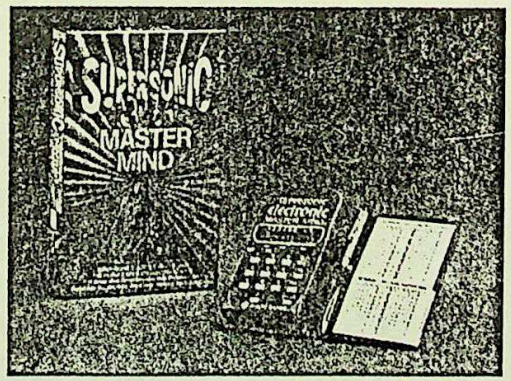
And in 1980, electronics shows no sign of letting up. Manufacturers have unveiled a dazzling array of new products: football games with halftime shows and victory songs, games that tell you when you're right and when you're wrong, even games that tell you to hurry up when you take too long between moves.

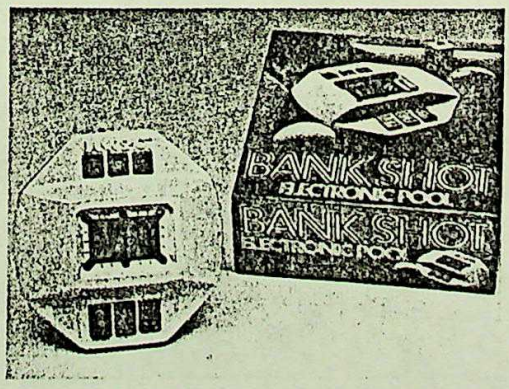
Out of an estimated 400 electronic items displayed at Toy Fair, nearly 300 were electronic games. Manufacturers who had previously never integrated a circuit were showing complete lines of electronic items. And buyers who thought 1979's explosion had made them veterans of the electronics war learned that it would not be easy to shop for electronics this year.

With the tremendous explosion of electronics has come the fallout as people at all levels of the industry try and get a handle (or at least a toehold) on the market.

One of the most significant developments to come out of the fallout is the increased emphasis on the marketing of electronic games. "Marketing is now as important as production," says George Ditomassi,






Far left, Bandai's Missile Invader is available in regular and "super" versions. Top right is Invicta's Supersonic Electronic Mastermind. The marketing of this game is aided by stellar packaging. Below right is Parker Brothers' Bank Shot electronic pool game.

out of their display space.

"The way electronics are merchandised has to change," says Phil Rosenberg of Tarco. "Look at Toys R Us, they have never been interested in p-o-p displays. Now they're interested."

Capitalizing on the trend toward electronic p-o-p displays, many manufacturers are making available theft proof displays which allow consumers to play the games and learn how they work.

For instance, Lakeside has assembled a modular three-in-one display which can be used for all three, or any one of the company's Le Boom, Strobe or Computer Perfection games.

Although Tony Clowes of Entex agrees that a merchandising change has taken place in the electronics category, he says it stems from retailers rather than manufacturers.

The consensus among manufacturers is that electronic games are best sold in sections where they are marketed by trained personnel. "Electronics are best suited for the small toy shop," Rosenberg adds. "Electronics are going to have to be sold like cameras or calculators in a special section."

Many stores are utilizing electronic boutiques which sell electronic games and non-games, according to Huber of Mattel.

Mattel's own electronic Horse Race Analyzer is a prime example of a non-game which has found its way into the toy department, mostly because of the Mattel name.

The dilemma of just where to sell electronic games is also causing a bit of static in the industry. With the tremendous growth in technology and sales, some people feel that electronics might be outgrowing the toy department. "Toy buyers tend to be less sophisticated than buyers in other fields," says one manufacturer. "With electronics, they are experiencing a pendulum affect. It's swung in one direction and they don't really know what they have. Now it's starting to swing back."

Most manufacturers admit that they have at least considered other areas of distribution. "At the Consumer Electronics Show in Las Vegas, we had many inquiries from people in the electronics field," says Pasco of Tiger. "People from independent Radio Shack type stores were very interested."

## Where does it go?

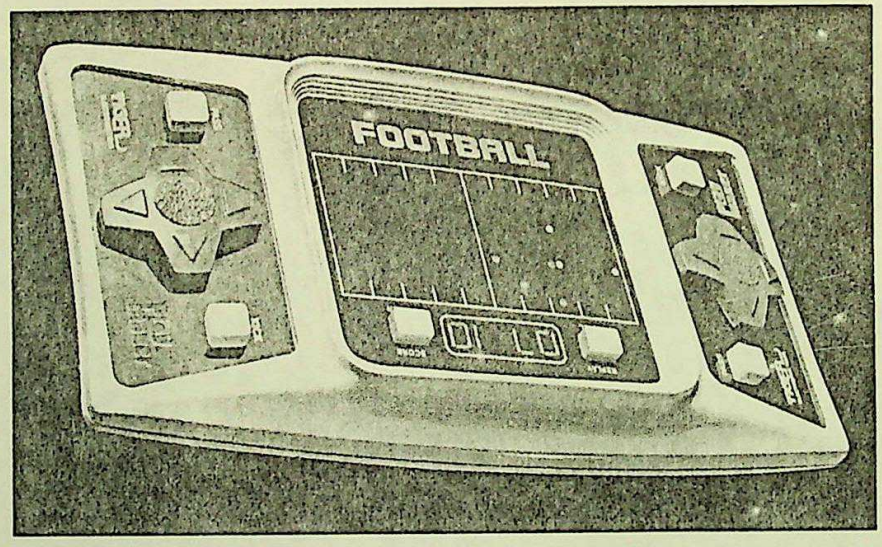
However, Katz of Coleco sees electronics remaining in the toy market for quite some time. "Now electronics are most appropriate for the toy department," he says. "Consumers are used to shopping for electronic games in the toy department. And right now, much of where we distribute is governed by availability, You have to go with your major distributors and, for now, that's the toy people," Katz concludes.

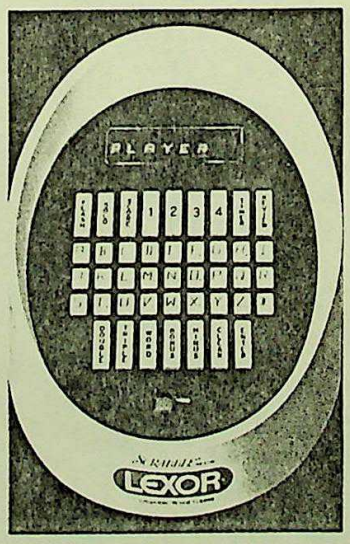
Although typical toy outlets such as department stores and discount houses are the main means of distribution for electronics (see chart), some manufacturers see it going to the other extreme. "One of two things will happen," says Roger Shiffman of Koala-T. "It will either blend into the toy industry or totally separate from it."

So far distribution has not been a major problem for electronics, but manufacturers and retailers both agree that 1980 will bring a settling out in the category. Many manufacturers predict that certain companies will drop out of the business before the end of the year. "There will be a fallout of people who don't belong in the electronics category," says Larry Bernstein of Mego. "Half the games introduced at Toy Fair will never be delivered because they won't be bought."

Others share Bernstein's views. "People are going to get hurt," warns Ditomassi of Milton Bradley. "It will start with the manufacturers and end with the retailers who didn't buy wisely."

But for those retailers who do buy wisely and take advantage of manufacturers' new marketing strategies, the electronics explosion will continue to be a boom to business. □






Tiger's Football Game(above) features a halftime show, which is actually a testing device to make sure the game is working. Bottom left, Lakeside's Le Boom comes on a p-o-p display that comes with two other Lakeside games. Bottom right, Selchow and Righter's Scrabble Brand Lexor will get print and TV support.

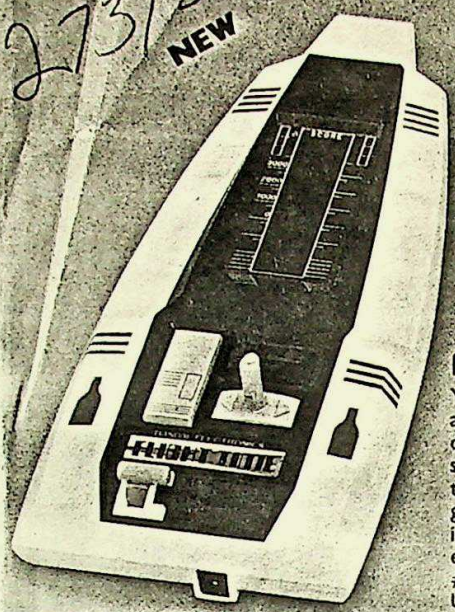
# Fun for the Entire Family

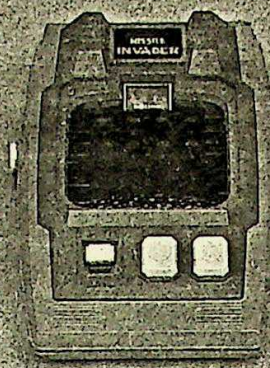
273/$5G

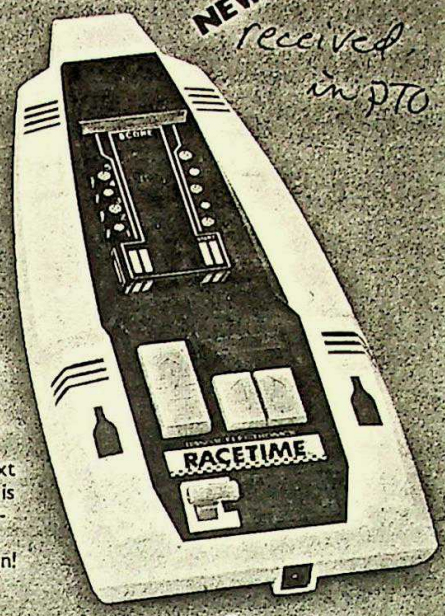
Aug. 21, 1980

NEW

received in PTO




NEW

## BANDAI Missile Invader

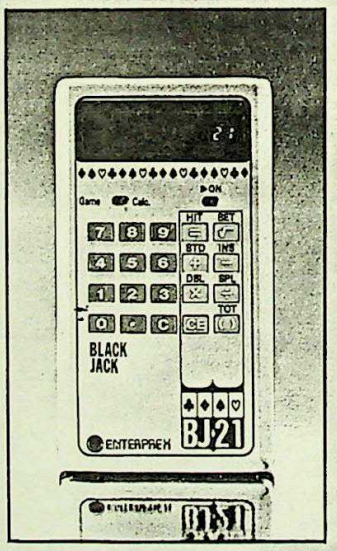
Your moon base is under attack! Missiles are coming at you from all directions! You dodge, evade, and return fire on the fearsome invaders. This time you've won—next time, who knows? Bandai's Missile Invader is great fun for kids and grownups alike; flashing lights and electronic sounds add to the excitement. You won't want to put it down! #BANINVD (3 lbs) **$24.95;**
Uses 9-volt battery #ER9VOLT (1 lb) $1.75 or #DS6908 Adapter (2 lbs) $6.95.

## BANDAI Flightime

Imagine yourself as the pilot of a small plane. The sky around you is alive with other aircraft—crisscrossing and zigzagging through your airspace. You must guide your plane safely through the crowded airlanes. The craftier you are, the more points you can total; if you hit another plane, points are deducted. Flightime is a challenging test of your evasive skills, the risks increasing as the game progresses. Excellent for ages 7 and up.
#BAN8008 (3 lbs) **$34.95;**
Requires 4 #ERAA Batteries (2/pkg; 1 lb/pkg) $1.75/pkg.

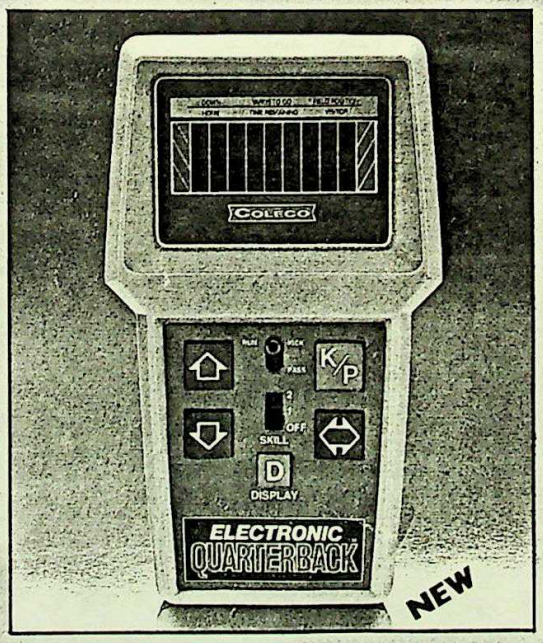
## BANDAI Racetime

Road-racing demands split-second timing and total concentration–do you have what it takes? The Racetime electronic game offers a chance to prove it. The giant-size screen provides genuine road-racing thrills, right in the palm of your hand! "Real image" racers weave in and out in a challenging traffic pattern as you, the driver, attempt to maneuver your way through. If you crash, back you go to the starting point! The goal: drive as many miles as you can in the allotted time span. For ages 8 and up. #BAN8007 (3 lbs) **$34.95;**
Requires 4 #ERAA Batteries (2/pkg; 1 lb/pkg) $1.75/pkg.




## Portable Blackjack

Comes in handsome wallet case. Includes 12-digit display, 10-digit junior slide rule calculator, parenthesis, simultaneous dealer/player display, automatic display of deck shuffle and accounting for bet, black jack, win, loss, split, insurance and double. Follows regular casino rules.
#ENBJ21 (3 lbs) **$24.95;**
Uses 3 "AAA" batteries #ERAAA 2/pkg (1 lb/pkg) $1.75/pkg.

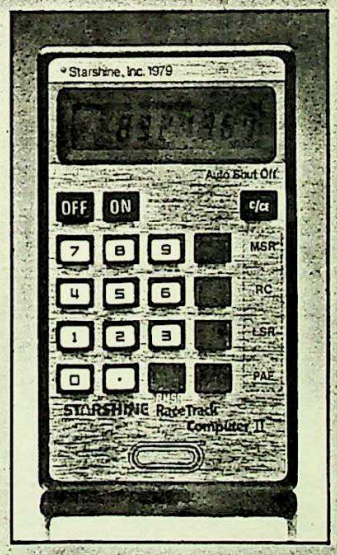



NEW

## COLECO Electronic Quarterback

*Computer Football in Your Hand*

All the excitement of a real football game, contained in one hand-held unit. The computer controls the defense; you control the offense. Open holes in the defense with your blockers; set up a fast pass-play with your downfield receiver. Blocking, passing, running and kicking options are yours to command. Game even includes sound effects: referee whistles, and a victory song that's played when a touchdown is scored! Two levels of skill (semi-pro and pro); LED displays of time, score, downs, yards-to-go and field position. #COL2020 (3 lbs) **$34.95;** Requires #ER9VOLT Battery (1 lb) $1.75 or #DS6908 9-volt adapter (2 lbs) $6.95.

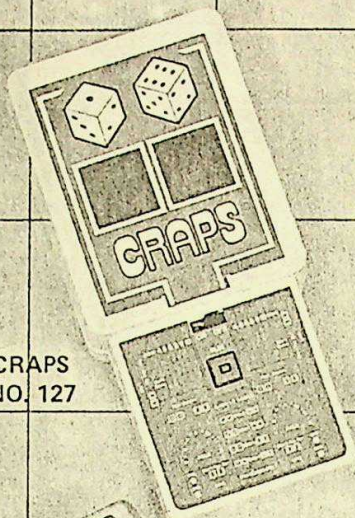



## RaceTrack Computer II NEW

This exciting new calculator provides accurate ratings based on past performance data, then identifies and projects the real contenders. No handicapping knowledge required—RaceTrack Computer II figures performance rating instantly, even adjusts for varying track lengths. The horses with the highest ratings are most likely to win. Comes with handsome carrying case.
#RACE2 (3 lbs) **$29.95.**

HONG KONG ENTERPRISE rec'd 9/2/80

# MICROPROCESSOR TOYS

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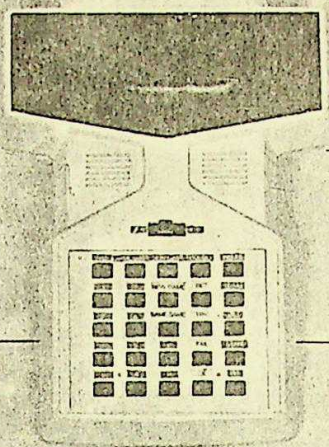
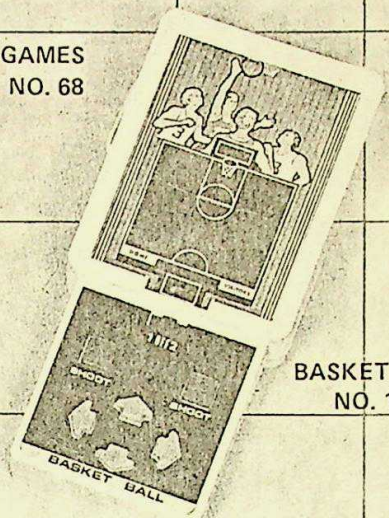
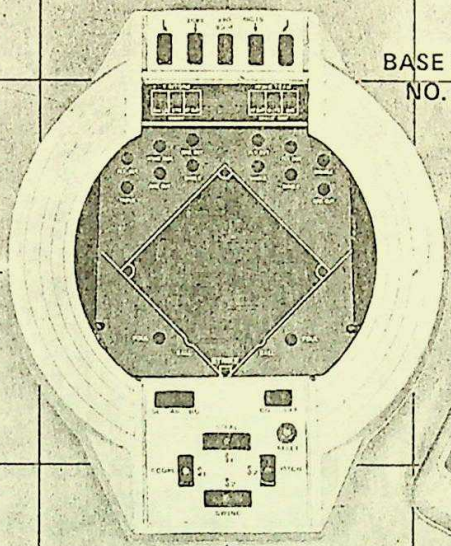


MULTI-GAMES
NO. 68




BASKET BALL
NO. 126

CASINO
NO. 369



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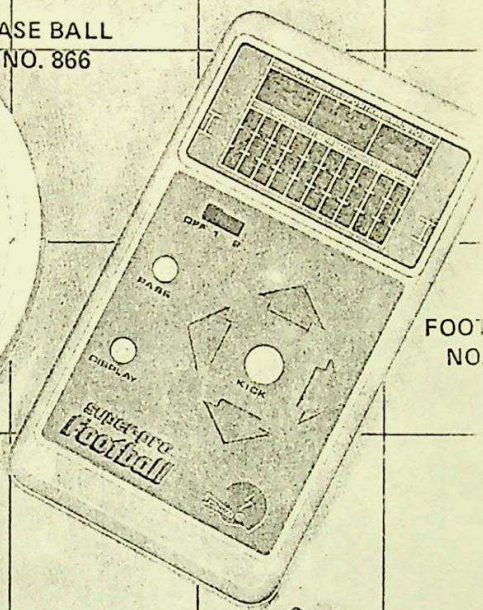


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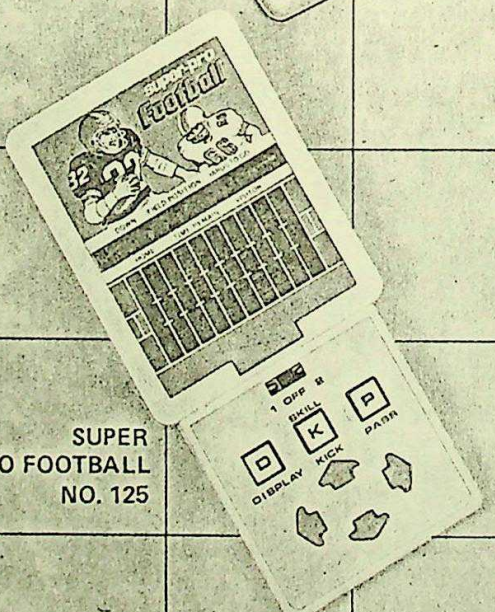
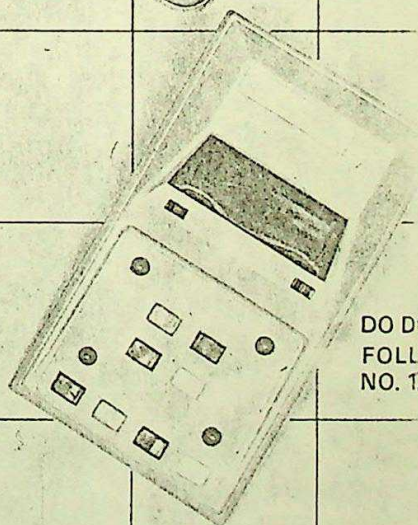



SUPER
PRO FOOTBALL
NO. 125

TEACHING CALCULATOR
NO. 620



DO DO
FOLLOW
NO. 123

PRODUCT LINE:

| MICROPROCESSOR ITEM | MICROPROCESSOR ITEM | CALCULATOR | CALCULATOR | RADIO CONTROL CAR | PREMIUM ITEM |
|---|---|---|---|---|---|
| SUPERMIND | PIANO | EDUCATION | LED | MERCEDES BENZ 450 | SELF GENERATED TORCH |
| FOOTBALL | BASEBALL | OWL | DIGITRON | MERCEDES-BENZ 111 | DIARY BOOK CALCULATOR |
| BASKETBALL | CRAPS | PENCIL BOX | LCD | ALFA ROMEO | KEY CHAIN WATCH |
| | SHOOTING GAME | WRIST WATCH | MINI-CARD | | |
| | | PUPPY | | | |


**RJP ELECTRONICS LTD.**

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HONG KONG ENTERPRISE
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# CASSIA
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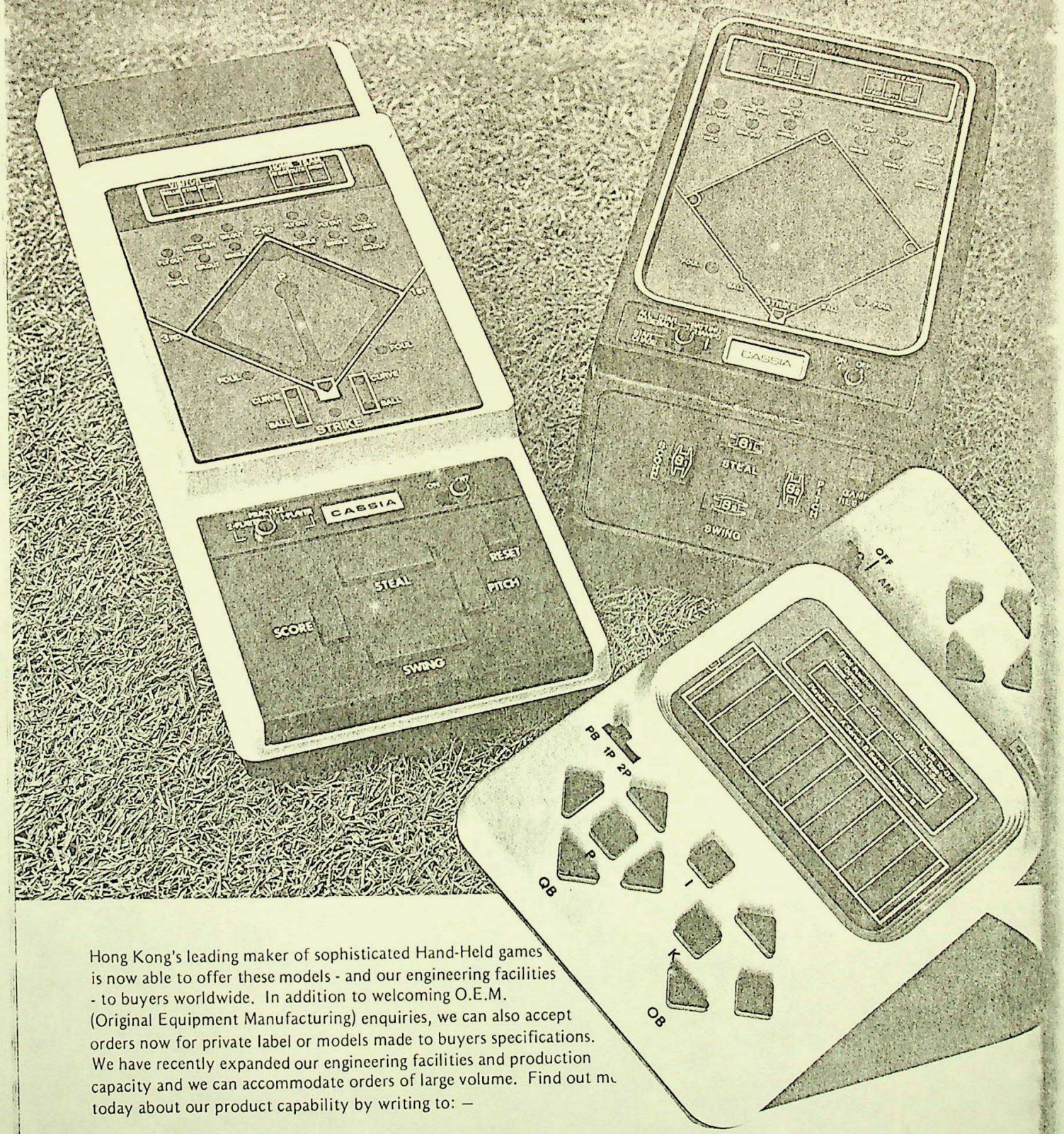


Hong Kong's leading maker of sophisticated Hand-Held games is now able to offer these models - and our engineering facilities - to buyers worldwide. In addition to welcoming O.E.M. (Original Equipment Manufacturing) enquiries, we can also accept orders now for private label or models made to buyers specifications. We have recently expanded our engineering facilities and production capacity and we can accommodate orders of large volume. Find out more today about our product capability by writing to: –

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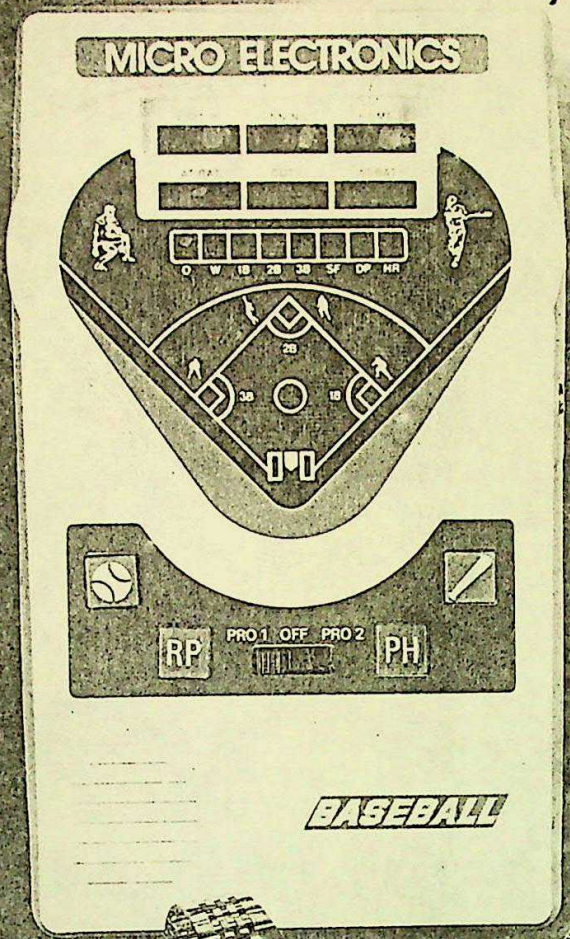
# UNIK always in good time, MICRO always in great shape.




...co. Ltd. is the forefront of LCD watch development and p... of stylish models, for both men and ladies. Advanced electron... sophisticated styling, combined with over 15 years experience in the h... make UNIK products popular on all markets.

MICRO expertise includes a full range of electronic Hand-Held Games which contain all the flair and precision for which MICRO is famous. These games are especially popular with the younger generation, and come complete with full playing instructions.

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Electronic Hand Held Baseball Game With musical Features

**UEG925AS**
Solar Chrono (1/100 Sec.)
Alarm Front Speaker with 11 Function, Chime and 12/24 selectable.

**MG925AS**
Gent's Musical Alarm Chronograph 1/100 Sec. with Dual Time/Countdown.

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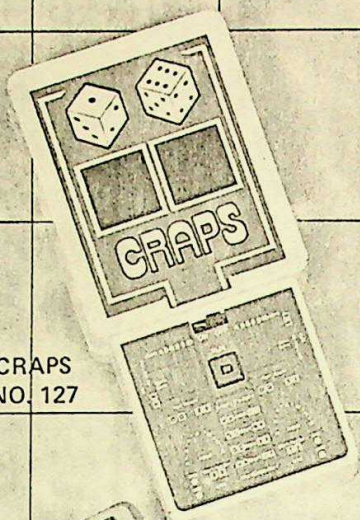
HONG KONG ENTERPRISE 12/80

# MICROPROCESSOR TOYS

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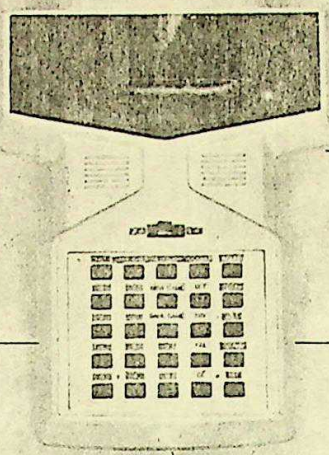

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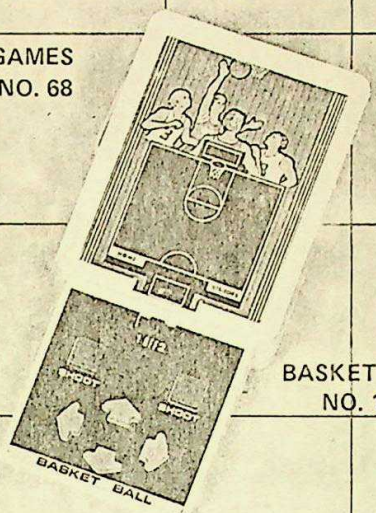


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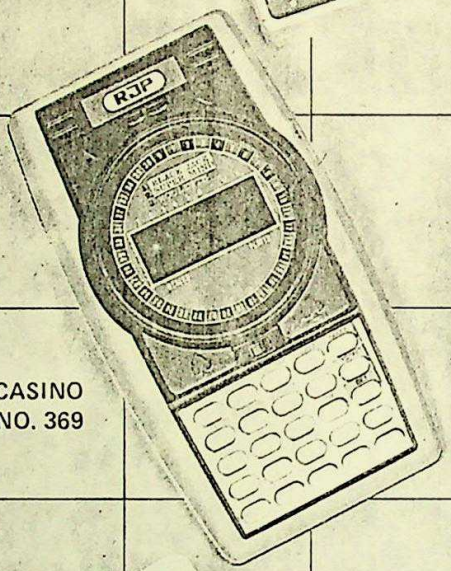


CASINO
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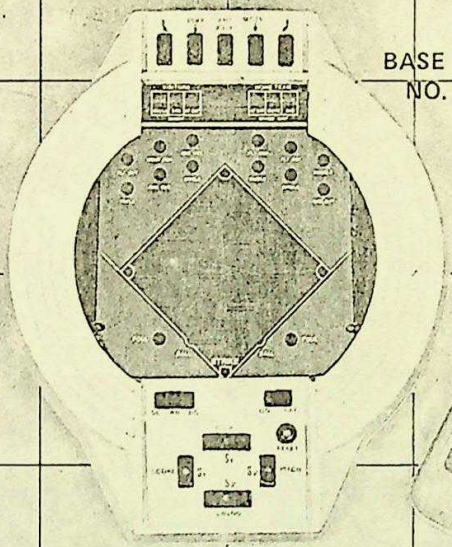

BASE BALL
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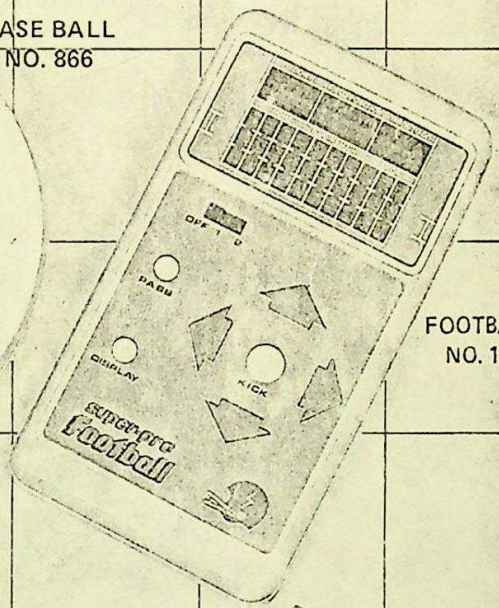


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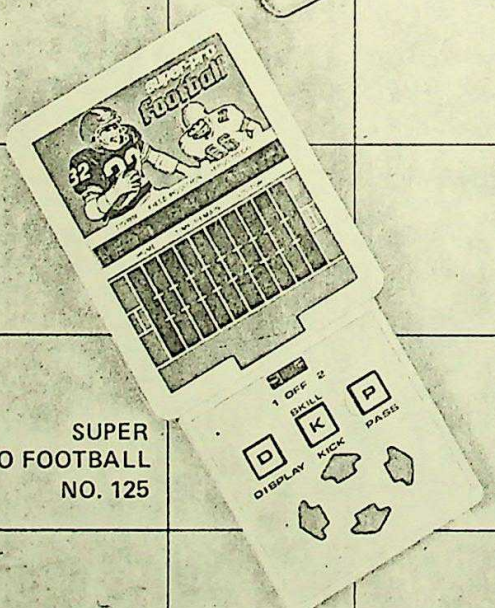
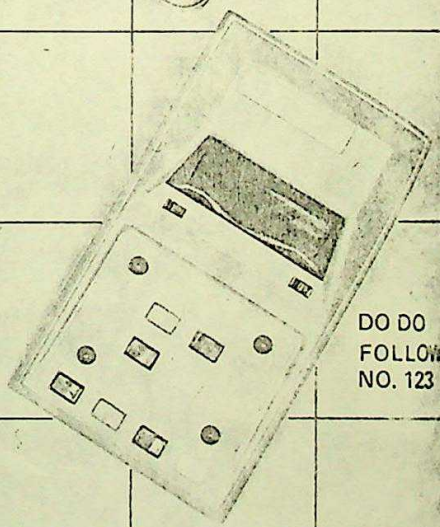



SUPER
PRO FOOTBALL
NO. 125

TEACHING CALCULATOR
NO. 620



DO DO
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| | | PUPPY | | | |

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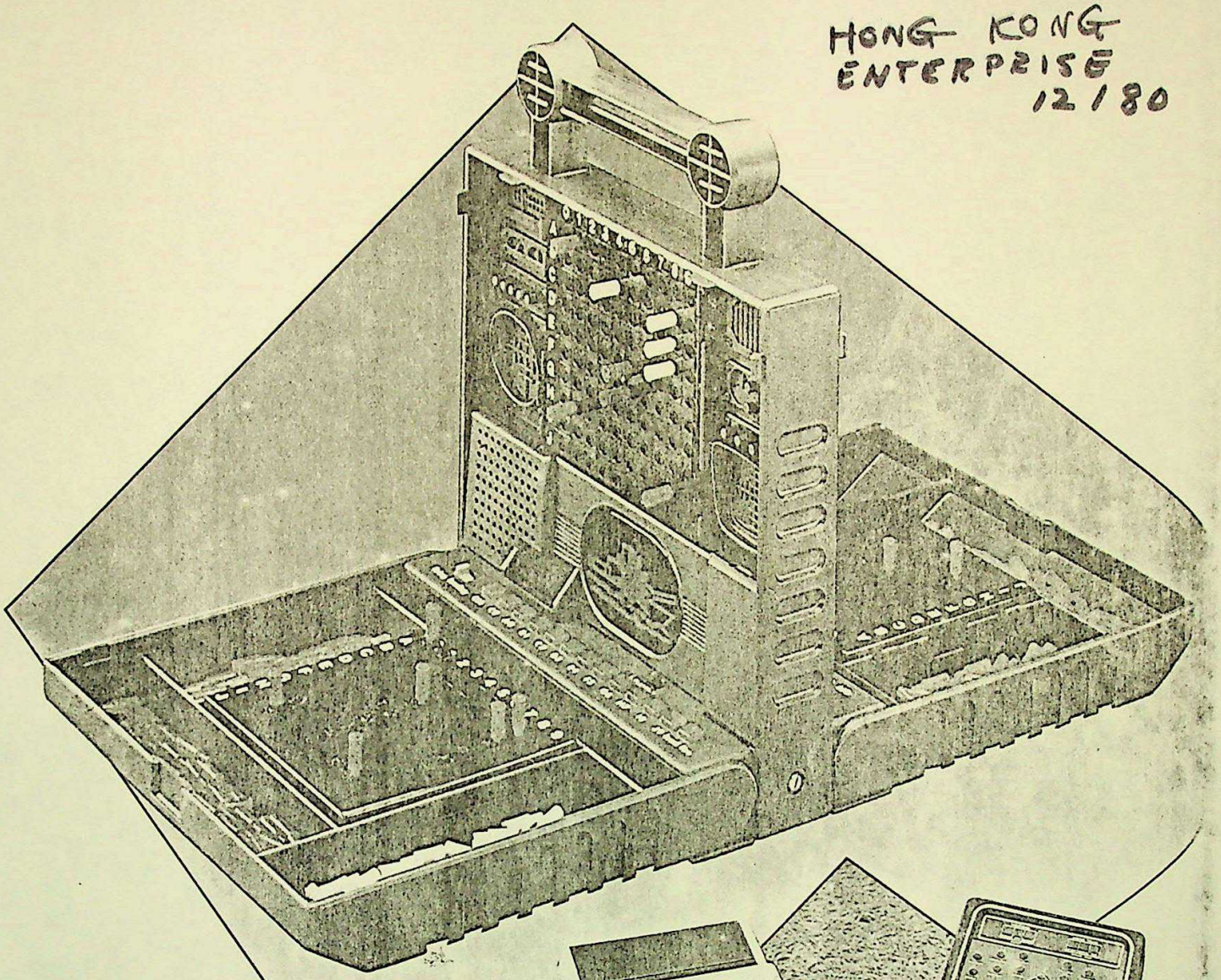
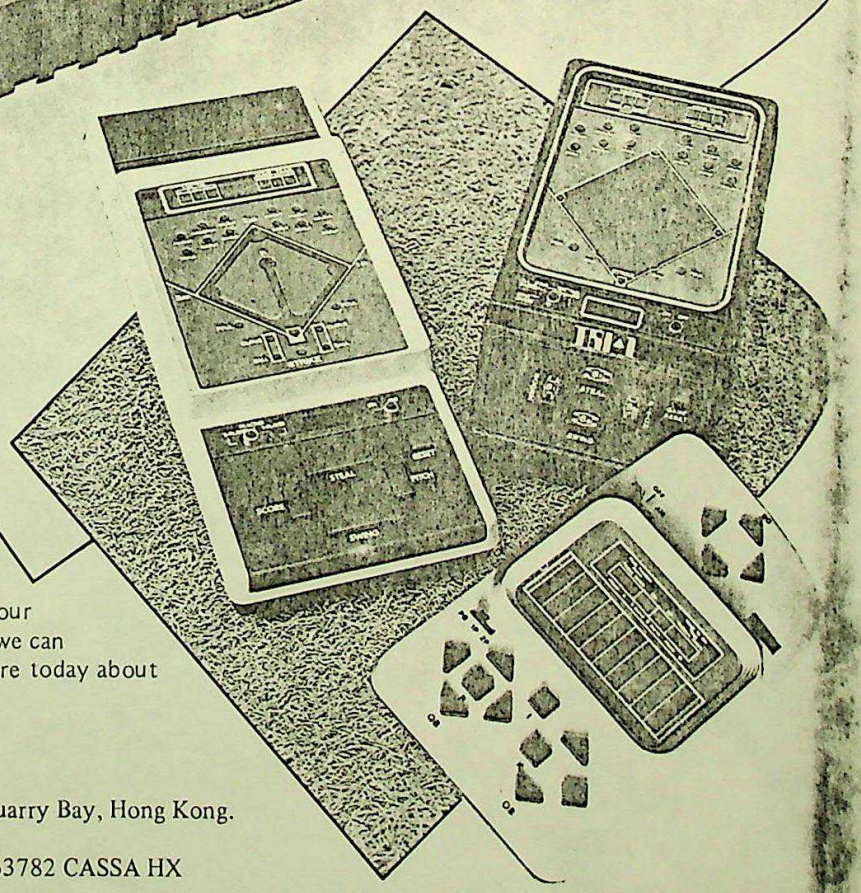
SHANGHAI COMMERCIAL BANK LTD., SHEUNG WAN BRANCH HONG KONG

# EXPERT IN ELECTRONIC GAMES

HONG KONG
ENTERPRISE
12/80





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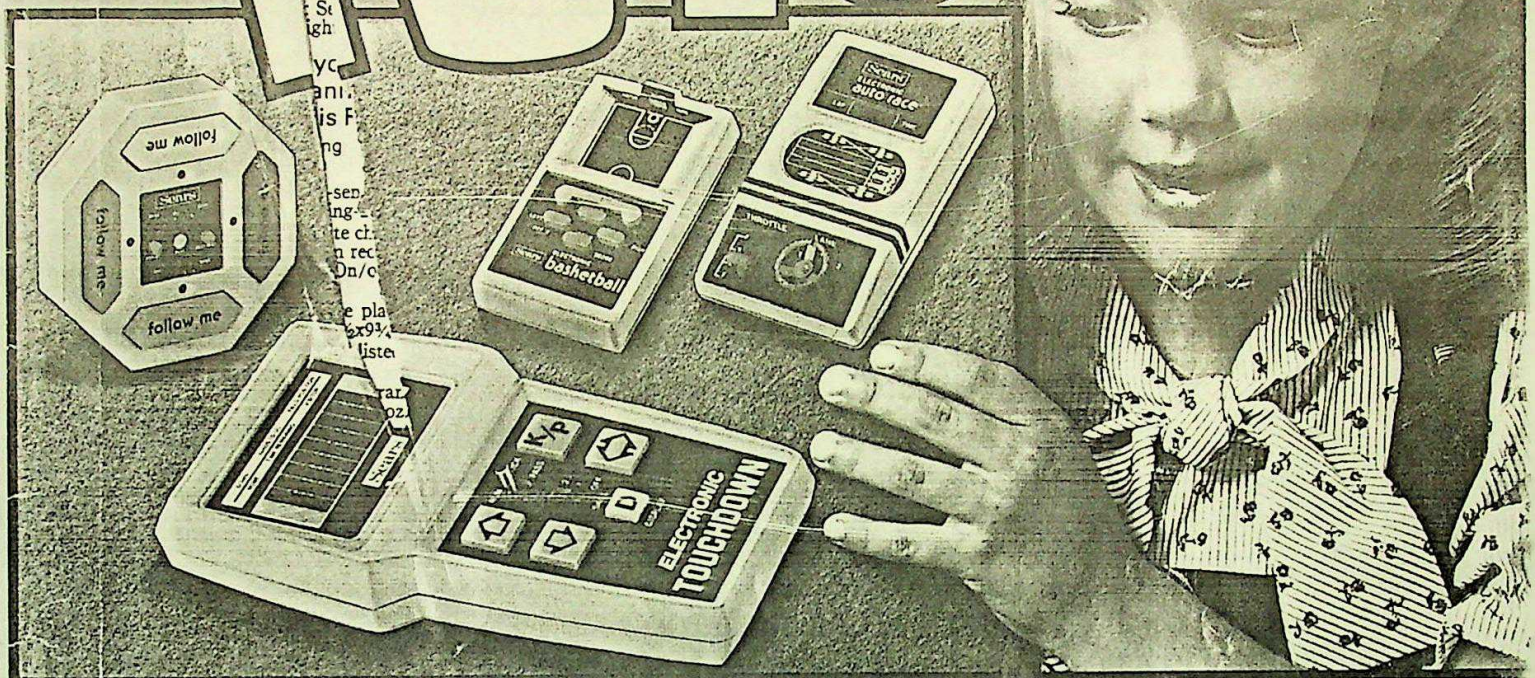
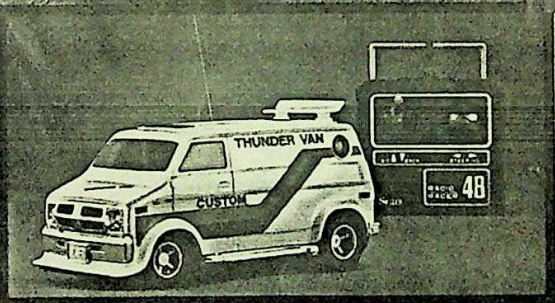
190

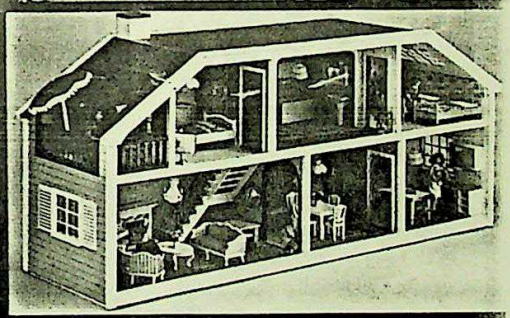
Sears

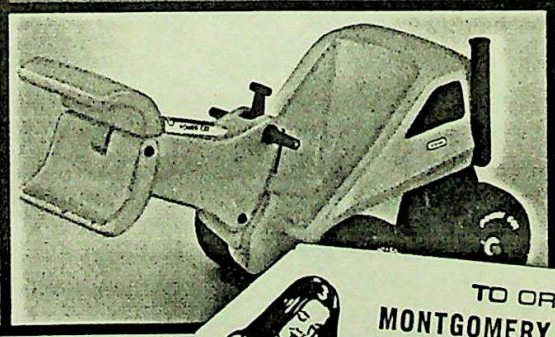
...WHERE AMERICA SHOPS FOR VALUE

# 1980 CATALOG OF TOYS







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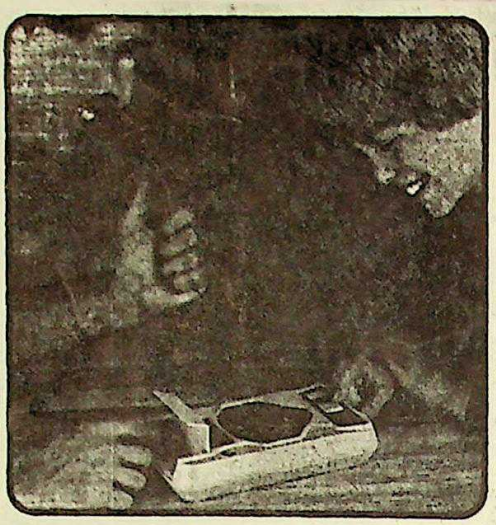


These 2-player

# electronic Sports games

## let you and your opponent play at the same time

All have both DEFENSE and OFFENSE controls and "players" are so maneuverable you can simulate the exciting, realistic action of your favorite real-live sports game

Your choice **$29.95** without batteries

- Play against a friend or the computer . . . develop offensive and defensive strategies
- Realistic electronic sounds add to the excitement
- LED readouts display all the game action

**(1) Team Play Basketball.** *Was $37.95 in our 1980 "J" Summer Book, page 238.* Five offensive players pass the ball, setting up to shoot a basket before the clock runs out. Shoot jump shots or pass inside for a lay-up. Defense can block and rebound. LED display shows score, time remaining and "24-second" countdown. 2 skill levels.
CONSTR: Solid-state, plastic case. 9¼x3¾x1⅜ in.
FOR AGES: 8 years to adult.
ORDER INFO: Requires one 9-v. battery or AC adapter, not included, order at right. Warranty on facing page.
**49 N 65683**—Shipping weight 9 ounces ..... **$29.95**

**(2) Team Play Hockey.** *Was $37.95 in our 1980 "J" Summer Book, page 238.* 5 player offense passes puck, setting up wingmen or center for a shot. Defensive player and goalie block shots and rebound. LED score, time, countdown. 2 skill levels add to the excitement.
CONSTR: Solid-state, plastic case. 9¼x3¾x1⅜ in.
FOR AGES: 8 years to adult.
ORDERING INFO: Requires one 9-volt battery or AC adapter, not incl., order at right. Warranty, facing page.
**49 N 65684**—Shipping weight 9 ounces ..... **$29.95**

**(3) Team Play Soccer.** 5-player offense passes ball, setting up team mates for a shot at goal. Defensive player and 5-position moveable goalie block shots and take the ball on the rebound. LED display shows score and time remaining in game. 2 skill levels add to the excitement.
CONSTR: Solid-state, plastic case. 9¼x3¾x1⅜ in.
FOR AGES: 8 years to adult.
ORDER INFO: Requires one 9-v. battery or AC adapter, not included, order at right. See warranty on facing page.
**49 N 65685**—Shipping weight 9 ounces ..... **$29.95**

**(4) Offense/Defense Baseball.** Human or computer pitcher can throw fastballs, changeups, curves, sliders or knucklers. Batter can steal bases or score with a sacrifice fly. Hit the ball for a home run, triple, double, single, outfield fly or infield out. LED display shows score, balls, strikes, outs and base runners. Score sheet incl.
CONSTR: Solid-state, plastic case. 8¾x6¼x1¼ in.
FOR AGES: 6 years to adult.
ORDER INFO: Requires 3 "AA" batteries or AC adapter, not included, order at right. Warranty on facing page.
**49 N 65094**—Shipping weight 1 pound 4 ounces .. **$29.95**

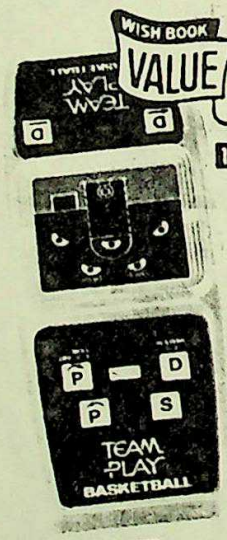
**AC Adapter for (1 thru 3) and Football game, facing page**
ELECTRICAL INFO: UL listed. 9-volt battery clip tip included. 110–120-volt. 60-Hertz AC. 6-ft. cord. Not for children under 8 years.
**49 N 65244**—Wt. 6 oz. ..... **$5.89**

**AC Adapter for (4) (not shown).** Insert adapter plug into game jack and plug wall pack into 110–120-volt wall outlet. No batteries are required when adapter is used.
ELECTRICAL INFO: UL listed. 110–120-volts. 60-Hertz. AC. 7½-ft. cord. Not for children under 8 years.
**49 N 65103**—Wt. 5 oz. ..... **$5.89**

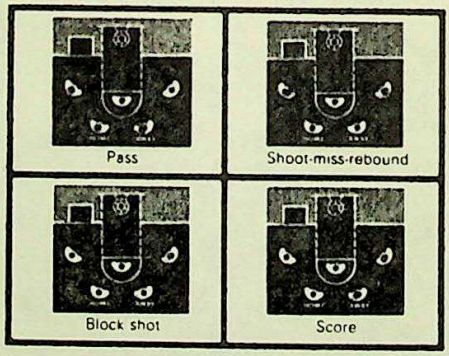
**Alkaline 9-volt DieHard Battery**
**49 N 30949**—Wt. 2 oz. . Each **$1.99**

**Alkaline "AA" DieHard Batteries**
Package of 2.
**49 N 30909**—Wt. 2 oz. . Pkg. **$1.69**

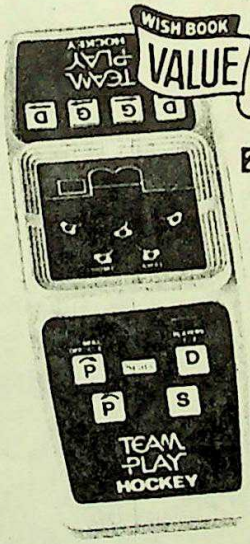
WISH BOOK VALUE **Cut $8** Team Play Basketball



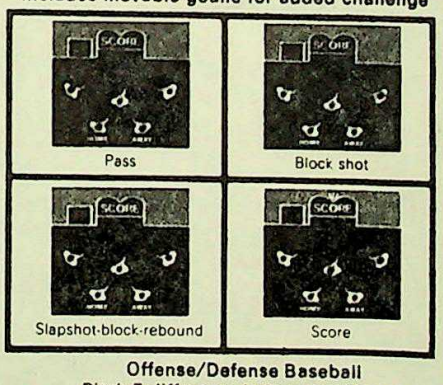

1 For authentic, on-the-court action



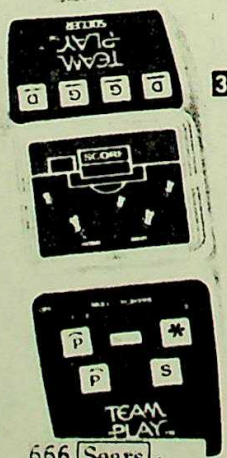

WISH BOOK VALUE **Cut $8** Team Play Hockey




2 Includes movable goalie for added challenge




Team Play Soccer
5 offensive "players" drive ball past goalie

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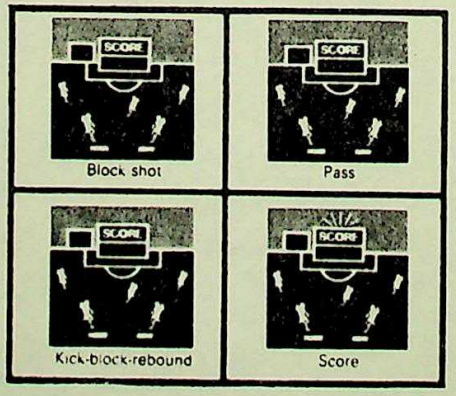
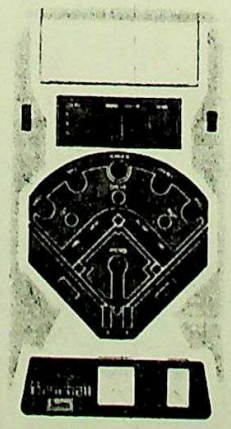
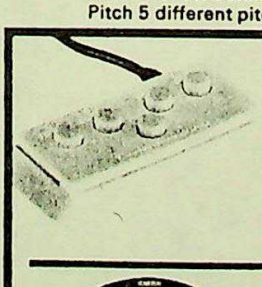


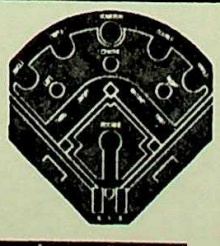

Offense/Defense Baseball
Pitch 5 different pitches, steal bases

4





Remote control prevents opponent from seeing your strategic pitches



Watch the game action and keep track of runners on authentic LED playing field

# ELECTRONIC SPORTS GAMES

Remote control pitching unit for (1)

SEARS TOYS CAT

(1) Electronic Baseball. You can be the batter, or try your hand as a big league pitcher and show off your fastball. 5 different pitches; if you're playing alone, use "computer" pitcher; or with another player, pitch fastballs, changeups, curves, sliders or knucklers. Remote control pitching unit lets you conceal your pitching strategy. LED readout keeps track of all balls, strikes, outs, base runners and score. You'll see flashing lights and hear a different sound on every play. Watch the players "run" around the diamond on a hit. Once you've hit the ball, computer decides if you'll score. No TV set needed. Includes scoring sheets, instr.
CONSTR: Plastic. Measures 8¾x6¼x1¼ in. high.
FOR AGES: 6 years to adult.
ORDER INFO: Uses 3 "AA" batteries, not included; (order packages below). Warranted by Entex Industries; for free copy, see page 322.
**49 TH 62275—Shipping weight 1 lb. 4 oz. . . . . $28.47**
Package of 2 "AA" Alkaline Batteries
**49 C 46819—Shipping weight 2 oz. . . . . Pkg. $1.19**
Package of 2 "C" Alkaline Batteries
**49 C 46839—Shipping weight 5 oz. . . . . Pkg. $1.39**

(2 and 3) Electronic Hockey and Soccer. Hand-held electronic games let you play against another player or computer on the ice or playing field. You control the offense by moving puck or ball down field, setting up shot, then shooting. Your opponent or the computer attempts to block or intercept puck or ball on defense. Blips of light represent each player and blinking light blip the puck or ball. Both games feature special electronic sound effects, LED position indicators, digital scoring, automatic timing, 4 direction keys and shoot button.
CONSTRUCTION: Plastic, each 8¾x5¼x1¾ inches high.
FOR AGES: 6 years to adult.
ORDERING INFORMATION: Each uses 3 "AA" batteries, not included (order packages at left). Warranted by Entex Industries, Inc.; for free copy, see page 322.

(2) Electronic Hockey Game
**49 TH 65777—Wt. 1 lb. 7 oz. . . . . $29.97**

(3) Electronic Soccer Game
**49 TH 65779—Wt. 1 lb. 7 oz. . . . . $29.97**

(4) Digital Diamond. A push-button 2-player baseball game. Pitcher can throw fastball or curve, batter can hit or miss. If it's a hit, digital light goes into field. The fielder-pitcher then pushes button to see if it's a single, double, triple, out or home run! Scoreboard registers score, men on base, balls, strikes, outs. No TV set needed.
CONSTR: Plastic, 8¾x6x2½ inches high.
FOR AGES: 6 years to adult.
ORDERING INFO: Uses 2 "AA" batteries, not included (order package at left).
**49 TH 65043—Shipping weight 1 lb. . . $11.99**

(5) Digital Derby Auto Raceway. How many laps can you race before time runs out? Steer, shift, race against other drivers but if you crash, the alarm flashes and costs you laps.
CONSTR: Plastic, 8¾x6x2½ in. Lap counter, reset button, automatic timer. For 1 player.
FOR AGES: 6 years and up.
ORDERING INFO: Uses 2 "C" batteries, not included (order package at left).
**49 TH 62006—Wt. 1 lb. 3 oz. . . . . $14.27**

# ELECTRONIC CIRCUIT

*For more information, circle product number on reader service card in back of magazine.*

## Tiger Electronics' K-2-8: talking, learning unit

MUNDELEIN, ILL. — Tiger Electronic Toys has released K-2-8, a talking, learning computer offering a 1500-word vocabulary, and activities in three major educational areas-spelling, reading readiness, and mathematics-all in one compact unit.

The company says other talking toys currently on the market are limited by memory banks of 250 words and a capacity to handle only one curriculum area.

Designed to accommodate children from kindergarten to grade eight, K-2-8 features 15 individual learning modes with different educational goals and operations.

Children are able to select the subject matter, problem format and level of difficulty. Operational modes include true/false, multiple choice, yes/no, fill-in the-blanks, and spelling exercises.

K-2-8 is designed to hold the child's attention for hours while it responds to right and wrong answers, and interjects with subjective and humorous comments balanced with serious suggestions.

K-2-8 by Tiger Electronic Toys

During the year, the company plans to market an additional six modules in the areas of vocabulary expansion, reading readiness, mathematics, and word games. Approximately six to eight modules are scheduled to be developed each year, guaranteeing a parent more mileage for his toy dollar, along with expanded educational possibilities.

K-2-8 is available in two models for table use: one features a silver-bodied, horizontal frame with a gray alphabet and number keyboard; the other, a royal blue frame with a multi-colored keyboard. Both are of high-impact plastic and are completely solid state and durable, Tiger says. The hardware includes a two-inch speaker, a 56-key membrane letter/number board, a vacuum fluorescent light display, and AC adapter jack, and headphone jack. **#380**

## Soccer star Pelé in Atari agreement

NEW YORK — Pelé, often called the greatest soccer player of all time, has reached an agreement with Atari to promote its new home video soccer game cartridge, according to Raymond Kassar, chairman and chief executive officer.

Called Pelé Soccer, the new cartridge is the latest in a line-up of 40 game cartridges now available for use with Atari's Video Computer System.

As part of an international kick-off campaign, Pelé will tour several European countries in the spring to launch Pelé Soccer and act as a general spokesman for Atari. In addition, he will help launch the video game in Japan and South America.

Kassar said, "Pelé's personal approval of Atari's soccer game cartridge will be especially valuable overseas where soccer is the number one sport in more than 140 countries."

According to Kassar, more people have seen Pelé play than any other athlete in any other sport in history.

He has played in 65 countries and has scored a record number of goals — nearly 1,300 — more than double the number of his nearest competitor. "Joining the New York Cosmos in 1975, Pelé came to the United States and single-handedly brought prominence to soccer in North America," Kassar said.

"Although Pelé ended his career in 1977, he continues to be active in the world of sports," Kassar said, "and travels throughout the world as Warner Communications' good will ambassador. He also works with youngsters at soccer camps throughout the world." Atari is a division of Warner. **#381**

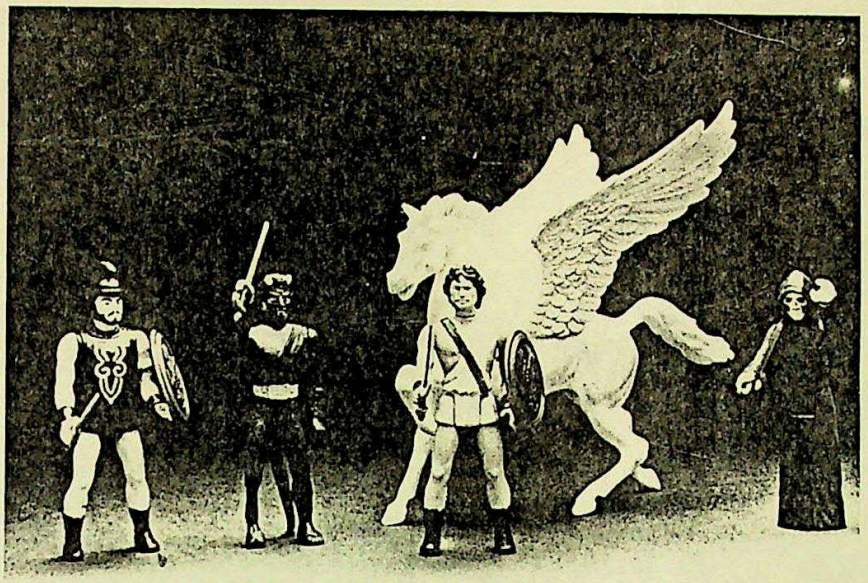
that gives children the thrill of competitive dogfighting and fast stunt flying.

Hydro Racer, a double propeller speed boat, has a cable control that directs the Racer in a tub or shallow water.

A major addition to the preschool line is the First Wheels Railroad. The brightly colored railroad has cars and accessories that are included in a self-contained system.

Play value also comes from Tuggy, a tug-along turtle. The squeezable companion provides fun for both floor and tub play. With wheels and the ability to float, Tuggy's mouth can be shaped into many facial expressions.

(Circle No. 671 on Reader Inquiry Card)



Clash of the Titans

# Mattel Electronics computes new growth with 12 key items

HAWTHORNE, CAL. — Twelve new products are being introduced this year by Mattel Electronics, a pioneer in the field of electronic games.

With the 1981 line, Mattel plans to expand its key position in the lifestyle/leisure time electronics industry in two directions.

The first will be the introduction of the Intellivision Intelligent Television Keyboard Component which, when combined with the Master Component (introduced last year), will create a fully integrated home computer system.

The addition of the Keyboard Component represents a departure from other home computer systems because it offers a library of software cassettes which are designed for application by the entire family.

The second direction is the extension of Mattel's self-contained sports, action, and strategy game lines.

Mattel will also be expanding its leading role in the sports category with the introduction of six new sports games.

The Look Alive! line (including Baseball, Basketball, and Football) is targeted to younger consumers, who test their skill from the eye-view of the ball carrier or batter.

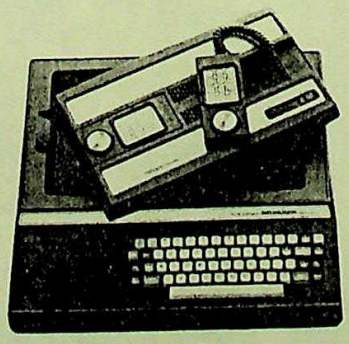
World Championship Football and World Championship Baseball represent state-of-the-art technology, offering a vacuum fluorescent display using home/visitor colors and players for instant comprehension of the field positions.

Mattel Electronics' Bowling game introduces a mechanical play feature which allows the user to simulate the movement of the ball by manually rotating the unit.

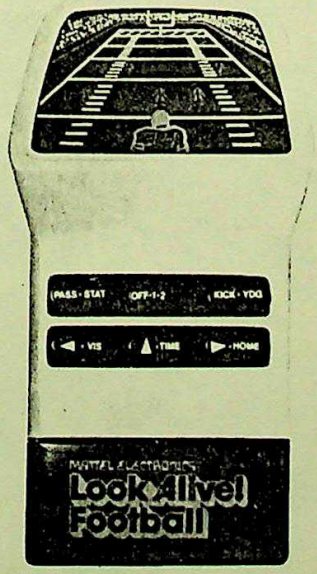
Established expertise in the strategy game category paves the way for a new Computer Backgammon and Computer Chess game.

Both games challenge the most sophisticated and experienced player, offering the option to play against either the computer or an opponent.

(Circle No. 662 on Reader Inquiry Card)



Intellivision




Look Alive! Football

# Tiger roars into action with computer games

MUNDELEIN, ILL. — Tiger Electronic Toys announced it will add several computer games to its line including talking-learning computers, and sports games offered for all ages.

Among the new electronic items are: Finger Bowl, 5-IN-1 Sports Stadium, Space Chase, Talking Picturebook, Talking Chalkboard, Sesame Street Cassette Player, Little Orphan Annie Phonograph, and Animal Lights.

Finger Bowl has eight action events on an oval, numbered track of a simulated, miniature sports arena.

5-IN-1 Sports Stadium features five sports games on one unit: football, baseball, basketball, hockey, and soccer.

A hand-held game in the shape of a rocketship, Space Chase involves a player maneuvering the space ship throughout the universe to avoid shooting asteroids.

Talking Picturebook is a talking companion and learning aid with 25 story pages designed to capture the attention of two to six-year-olds. It offers children fingertip access to 200 objects and corresponding words.

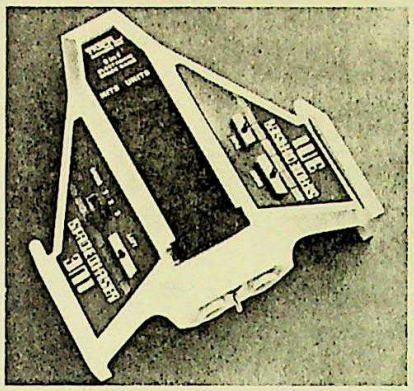
A picture-word match game with 10 inserts, Talking Chalkboard is a learning aid which helps children identify up to 40 different objects commonly found in his environment.

Sesame Street Cassette Player will play favorite bedtime stories and fairy tales on Tiger's child-proof cassette player.

Youngsters can listen and dance to their favorite musical melodies on the Little Orphan Annie Phonograph. The two-speed turntable plays 33-1/3 records, with a pop-up adapter for 45's.

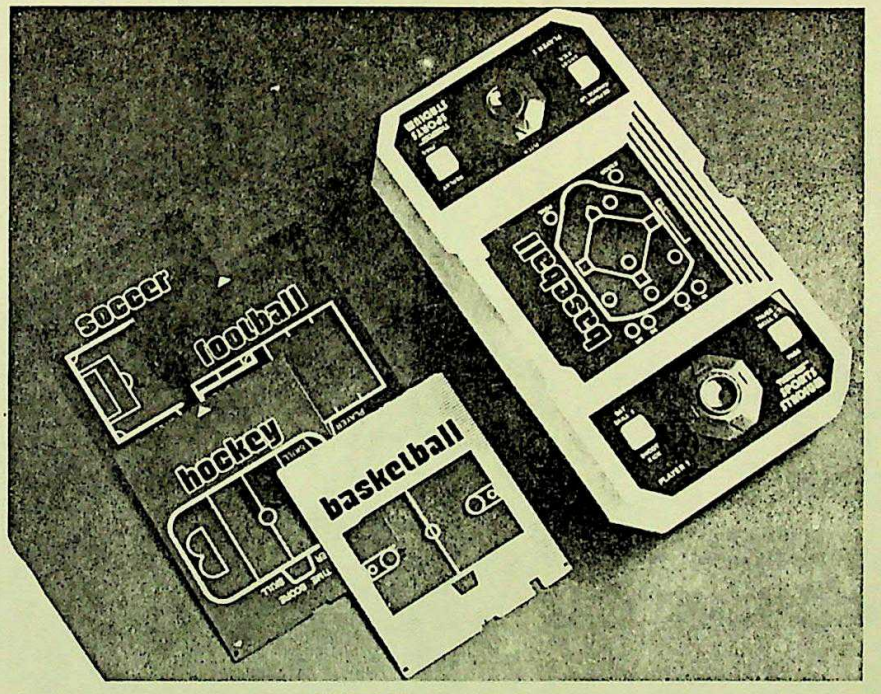
Animal Lights, a pocket companion and carry-along, will be available in four models. The brightly colored animals — a dog, hippo, alligator, and tiger — feature a tiny light shining out of each mouth, and a battery compartment in each tummy.

(Circle No. 762 on Reader Inquiry Card)



Space Chase

Little Orphan Annie




5-IN-1 Sports Stadium

# Monogram unveils 37 model kits

MORTON GROVE, ILL. — Thirty-seven new items have been introduced by Monogram, including a 1/16 scale Kenworth 900 Conventional tractor as a companion piece to its 1/16 scale Peterbilt 359 released in 1980.

Also in trucks, Monogram has two new Snap Tite tractors and two Snap Tite tractor/trailer combinations. Additional Snap Tites will include an all-new category of four 1/24 scale cars featuring the Pontiac Trans Am, an exclusive license of Monogram.

Twenty-one glue-type car kits were welcomed including three in 1/20 scale and four in a lower-priced category of 1/32 scale, featuring the newly-designed 1982 Camaro Z-28. In planes, Monogram extends its line of 1/48 scale planes with five additions, featuring the Hawker Harrier.

A newly-tooled line of large sailing ships was also unveiled, featuring the USS Constitution.

Target 81

# Playmobil's racing line has Schaper in the driver's seat

MINNEAPOLIS, MINN. — New themes and complementary vehicles enhance Schaper's 1981 Playmobil Toy System line.

The Playmobil Racers, to be introduced at this year's Toy Fair, feature accessories and vehicles with 3-inch, fully articulated figures. Racer sets will be available in three sizes.

Snow sports enthusiasts will enjoy the Winter Sports theme. Five miniature people come equipped with skis, sleds, skates, and ice hockey sticks.

A line of Stomper SSC Super Cycles, miniature stunt cycles that race along tracks, will also be unveiled.

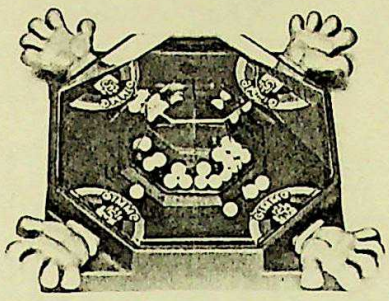
The cycles run on a fly-wheel mechanism that can be changed either by battery power pack launcher or manual pull starter.

Among the new games from Schaper are Gimme Five, Entrapment, Roadrunner Dodgem, Pick-Up Chips, Profit Protector, Don't Cook Your Goose, Sombrero, and Casper.

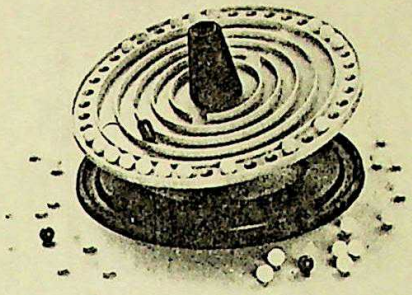
An expanded line of miniature four-wheel drive vehicles can be expected. The Stomper 4 × 4 line features improved sealed unit chassis design, interchangeable indoor/outdoor tires, and a better selection of models.

Five new models will be highlighted: Toyota Four-Wheel Drive SR5 Long Bed Sport Truck, Datsun Li'l Hustler, Jeep Renegade, Subaru Brat, and Chevy Luv. Each model is offered in two colors with detailing for collectors.

(Circle No. 660 on Reader Inquiry Card)



Gimme Five



Sombrero

# Cox hits the runway with speedy planes

MINNEAPOLIS, MINN. — Cox/Leisure Dynamics introduces seven products in control line and radio control aircraft categories.

Wild Wings offers two new versions in 1981, the Delta F-15 and the Red Wing Racer. These planes are styled to appeal to the young first-time flyer.

The PT-19 Trainer, the most popular U-control plane built, has been restyled and repackaged.

Other planes in the line are the P51 Invasion Mustang, the Sopwith Camel, the Red Baron Air Racer, and the Piper Dakota.

Cox also offers The Shrike, a rear engine propeller-driven car both in free running and radio control versions. It twists, turns, and bounces, but keeps on going.

(Circle No. 661 on Reader Inquiry Card)

# Coleco punches hard on Electronic Boxing

HARTFORD, CT. — Coleco is inviting boxing fans into the ring with Electronic Boxing, the newest addition to its Head to Head line of electronic sports games.

Like other Coleco Head to Head games, Electronic Boxing allows two players to compete with each other or a single player to compete against the computer.

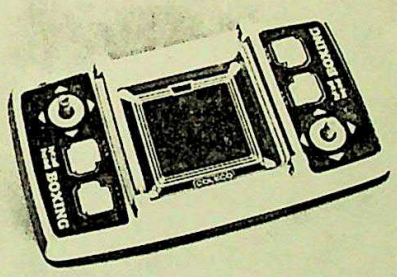
Up to four players can match wits with Quiz-Wiz Challenger, a competitive question-and-answer game. It begins with the Quiz Wiz electronic question-and-answer format and adds the excitement of direct competition.

The total control of real bowling is available with Bowlatronic, an electronic sports game. With Bowlatronic's advanced features, players can control the ball's direction, its curve, its speed, and the time of its release.

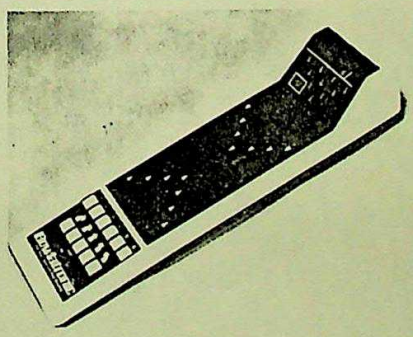
Magic Touch, an addition to Coleco's Play 'N Learn line of teaching toys, combines education with the magic of electronics to offer children over 200 matching activities.

It is man against mosquito in Swat Swat The Mosquito. Designed for one to four players, the game tests its players' reflexes as mosquitoes swoop, dive, and land at random on one of the playing stations. Four plastic swatters are provided.

(Circle No. 667 on Reader Inquiry Card)

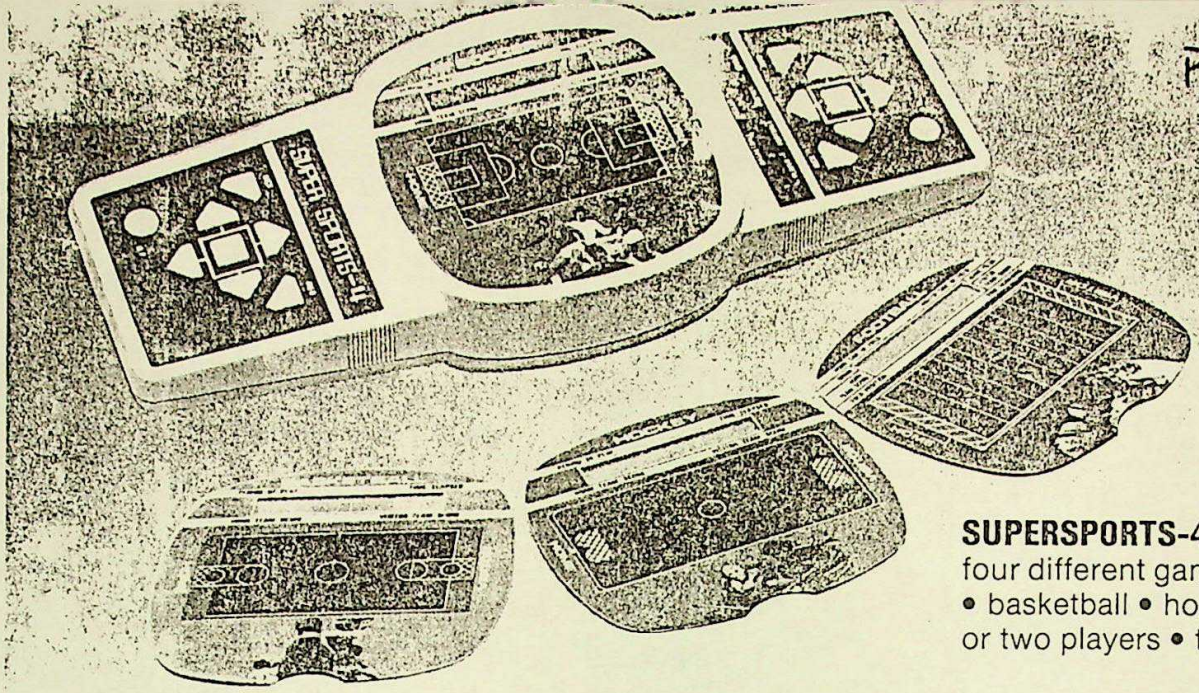


Electronic Boxing



Bowlatronic

PLAYTHINGS
April, 1981
p. 22

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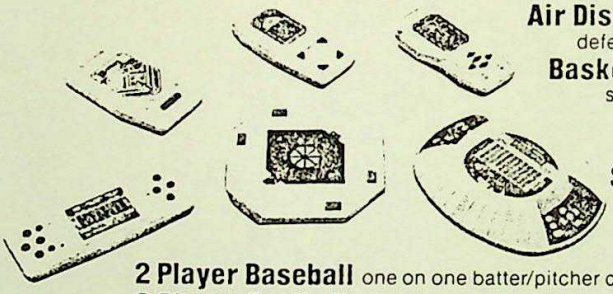

**Air Disc** the excitement of hockey and pinball in an electronic game • offensive and defensive action • sound effects and a victory salute

**Basketball/Submarine Warfare** 2 action packed games in one • computer scoring • multi-directional maneuverability

**Trick Shot Basketball** all the fun of regular basketball and more • shoots angle • jumps over defensive players

**Space Ship Battle/Football** 2 fast action games in one • separate offense defense controls for football • run, pass, pitchout and lateral action • independently maneuverable team members • independent controls on each star • laser fire and fast moving obstacles • one or two players

**2 Player Baseball** one on one batter/pitcher confrontation • eight possible pitches • illuminated scoreboard • musical sound eff

**2 Player Football** separate controls • 2 different skill levels • plays four complete quarters • kick, pass and run action modes

**Super Football** one or two players select offensive and defensive strategies and formation • run, pass and kick action • bu timing, scoring and sound effects • over 350 play combinations

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MERCHANDISING, APRIL 1981 P. 49

monaural and stereo record capability and full auto stop. This unit includes a nylon canvas carrying case with shoulder strap and belt loop, batteries, a 40-minute demonstration tape and an extra carrying case for cassettes. The suggested retail price is $149.95.

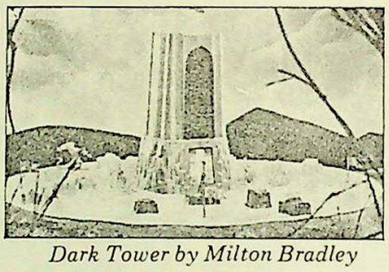
The HPS150 also can be used as an FM receiver by slipping in the optional cassette-shaped FM module (model HCR151) available for $34.95. In addition, a portable Speaker Pak expands the capabilities of the Hip Pocket Stereo. Model SPK130 can be played either in its carrying case or with the speakers up to 20 feet apart. It retails for $149.95. An optional AC adapter also is available.

*Technidyne Corp., 8556 Katy Freeway, Suite 133, M, Houston, TX 77024.*

## MB 'Dark Tower' game has medieval setting

SPRINGFIELD, MA—Dark Tower game from Milton Bradley combines the sophistication of an electronic computer with the challenge of board game strategy, all under the aura of a medieval setting.

Action scenes, projected on the tower's display window, and synthesized sound effects portray game developments. These interact with the tower, which houses the computer



*Dark Tower by Milton Bradley*

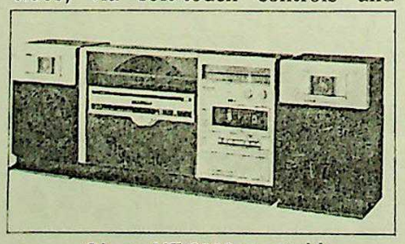
and is located in the center of the playing board.

*Milton Bradley Co., M, Springfield, MA 01101.*

## Sharp turntable plays both sides of record

PARAMUS, NJ—Sharp has developed a turntable capable of playing both sides of a record without turning it over. The VZ-3000 system consists of a microprocessor-controlled, vertically mounted, linear tracking turntable combined with an AM/FM stereo tuner, a metal-capable cassette deck and matching two-way speakers.

The player's two tonearms allow continuous play of both sides of any size record, random play of either side and endless repeat of one or both sides, via soft-touch controls and



*Sharp VZ-3000 turntable*

without touching the record.

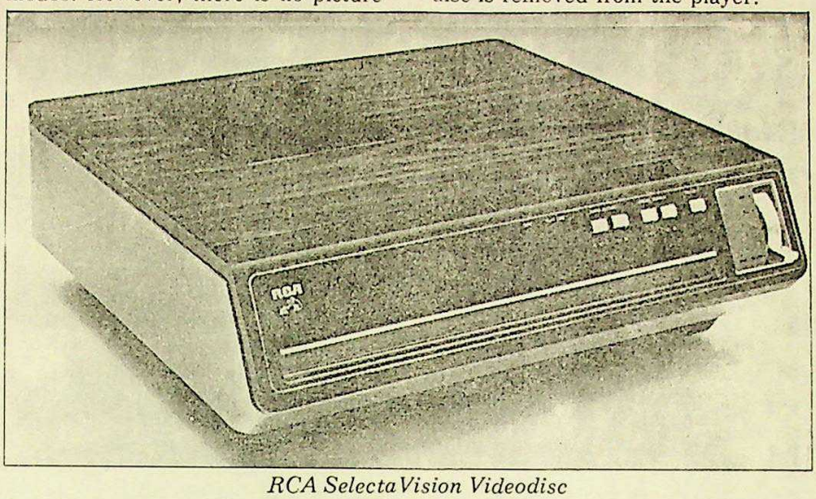
The compact system measures 21-1/4 in. wide by 6-3/4 in. deep by 14-3/4 in. high and will be available in August. Suggested retail price will be announced at that time.

*Sharp Electronics Corp., 10 Keystone Place, M, Paramus, NJ 07652.*

## RCA SelectaVision videodisc player carries $499.95 suggested list price

NEW YORK—RCA has introduced its entry in the videodisc system market. This capacitance electronic disc (CED) unit offers visual search, at 16 times normal speed, and rapid access, in both forward and reverse modes. However, there is no picture or sound during rapid access. The unit also has pause capabilities. An LED display indicates minutes of elapsed playtime as well as function modes.

The CED system features time-base correction circuitry to maintain a constant speed of 450 rpm. Like a phonograph, this system uses a diamond stylus to "read" the picture. The stylus is cleaned every time the disc is removed from the player.



*RCA SelectaVision Videodisc*

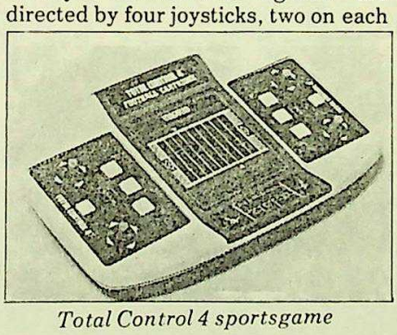
The unit measures 17 in. by 15-1/2 in. by 5-3/4 in. It weighs 20 lbs. Suggested list price is $499.95.

*RCA, 30 Rockefeller Plaza, M, New York, NY 10020.*

## Coleco sports game has four different cartridges

HARTFORD, CT—Coleco's Total Control 4 programmable sports game allows one to four people to participate in four different sports.

The system consists of a master console and four game cartridges—football, basketball, soccer and hockey. Controllable figures are directed by four joysticks, two on each



*Total Control 4 sportsgame*

side of the console. The figures are represented by LED's that glow more brightly for offense than defense.

Action is enhanced by electronic score keeping and sounds, including the Notre Dame fight song and the sound of a ticking clock.

Packaged with the football cartridge, the system is available for $49.95 suggested retail. A three-pack of game cartridges retails at $14.95.

*Coleco Industries, 200 Fifth Ave., M, New York, NY 10010.*

## Stackable storage units hold 12 videocassettes

MT. CLEMENS, MI—Stak-Rak, a device designed to store videocassettes, is being manufactured by Video Specialties.

The system features interlocking storage units that can hold 12 VHS or Beta cassettes. The units are stackable and measure 17-1/4 in. wide, 10 in. high and 5 in. deep. They have a woodgrain finish and a lockable cover.

*Video Specialties, 35045 Automation Dr., M, Mt. Clemens, MI 48043.*

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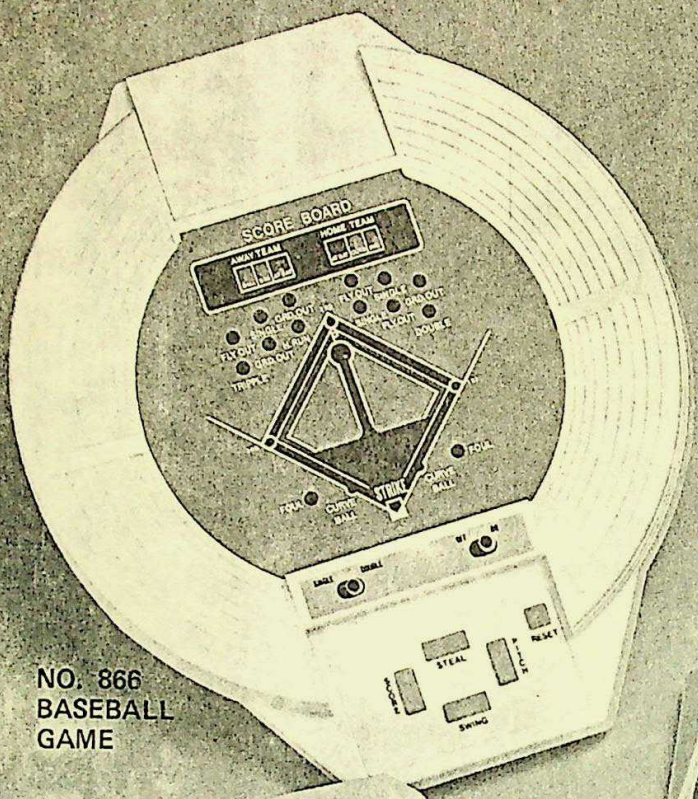
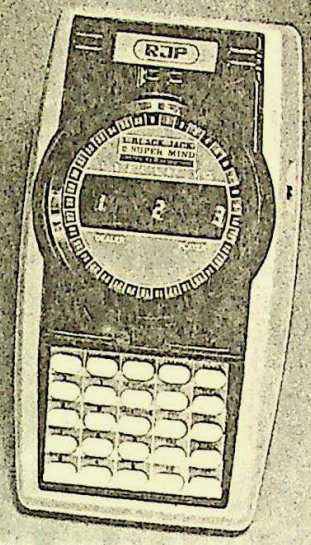
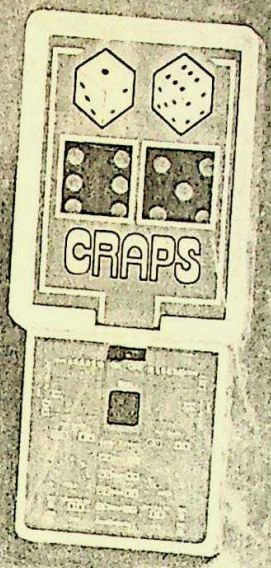
# Handheld Games



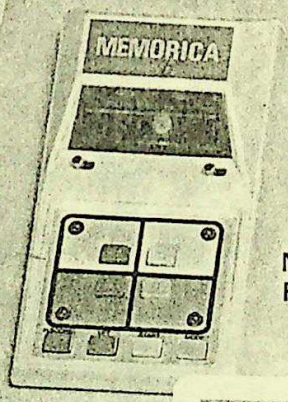

NO. 866
BASEBALL
GAME



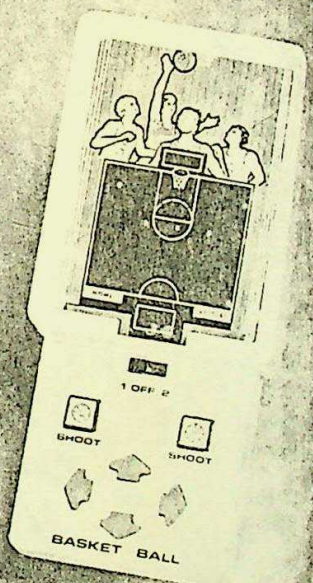

NO. 369 3-1 GAME



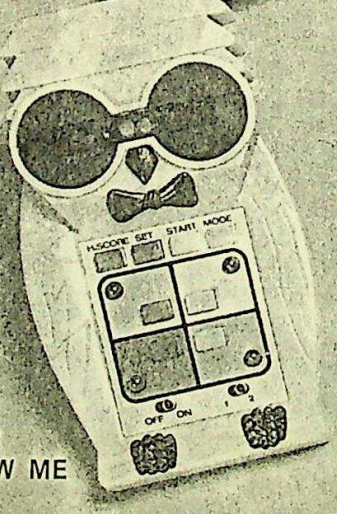

NO. 127
CRAPS GAME



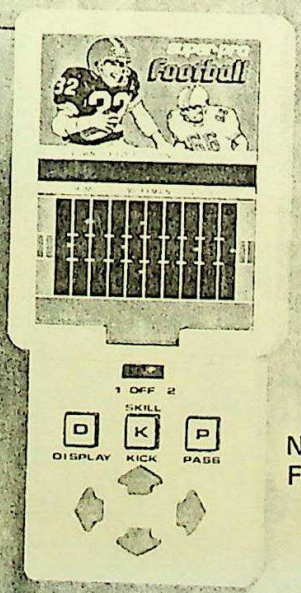

NO. 123
FOLLOW ME



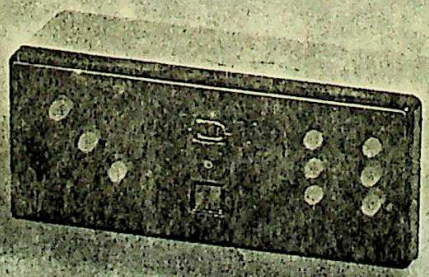

NO. 126
BASKETBALL
GAME




NO. 122
OWL FOLLOW ME

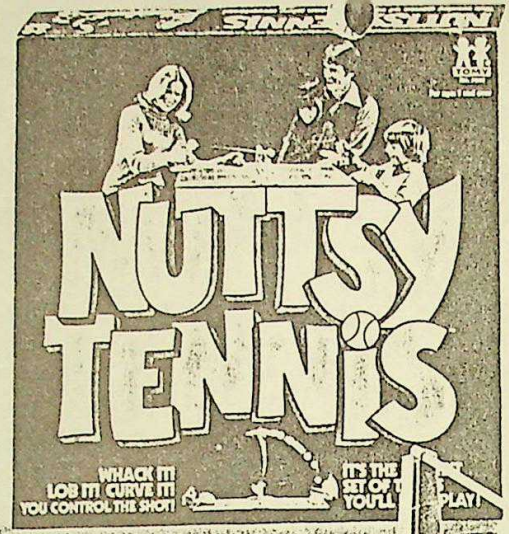



NO. 125
FOOTBALL GAME



NO. B125
CRAPS
GAME

RJP




Opponents try to outwit and outwhack each other with tw spring-activated racquets that send the counter-balanced ba smashing across the court. Keep your eye peeled for tric shots. Quick shots. Flip shots. Score pegs on the sideline tally points for sets and matches. Complete layout measur 16" x 32". For ages 5 and u

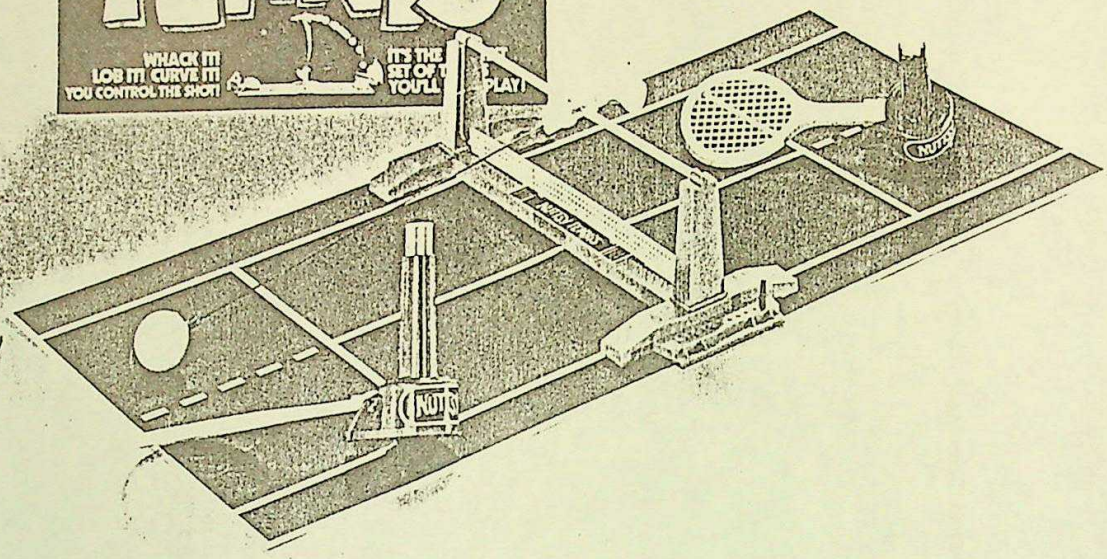
Stock No. 700

Standard Pack:

Carton Weight: 15 lb

Individual Size: 17" x 17" x 2¾

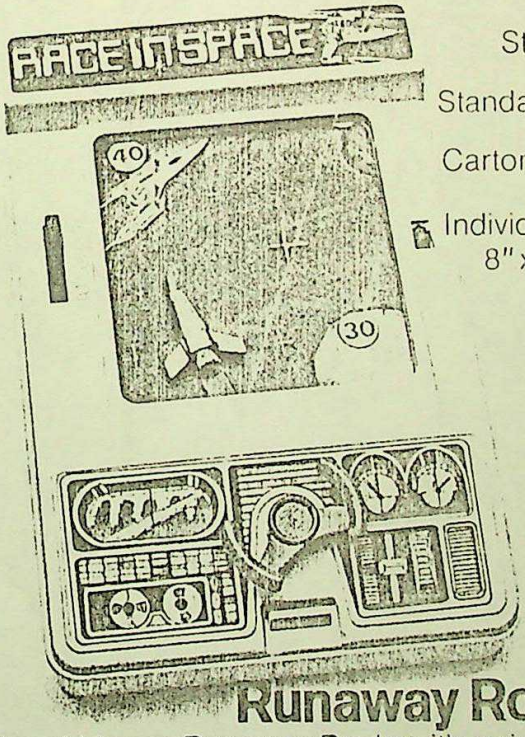
U.S. PAT. NO. 3,904,20



## Drive Yourself Crazy™

Kids'll love being the backseat driver with the simulated car you can carry wherever you go. Realistic dashboard has finger-sized steering wheel that really guides the car down the moving highway. Obstructions and skill-challenging situations test the driver's coordination and speed reactions all the way to the end. Puts kids 6 and up in the driver's seat. Operates on one "C" battery, not included.

Stock No. 7011
Standard Pack: 12
Carton Weight: 10 lbs.
Individual Size:
8" x 5½" x 2"




Stock

Standard P

Carton We
10

Individual
8" x 5½"

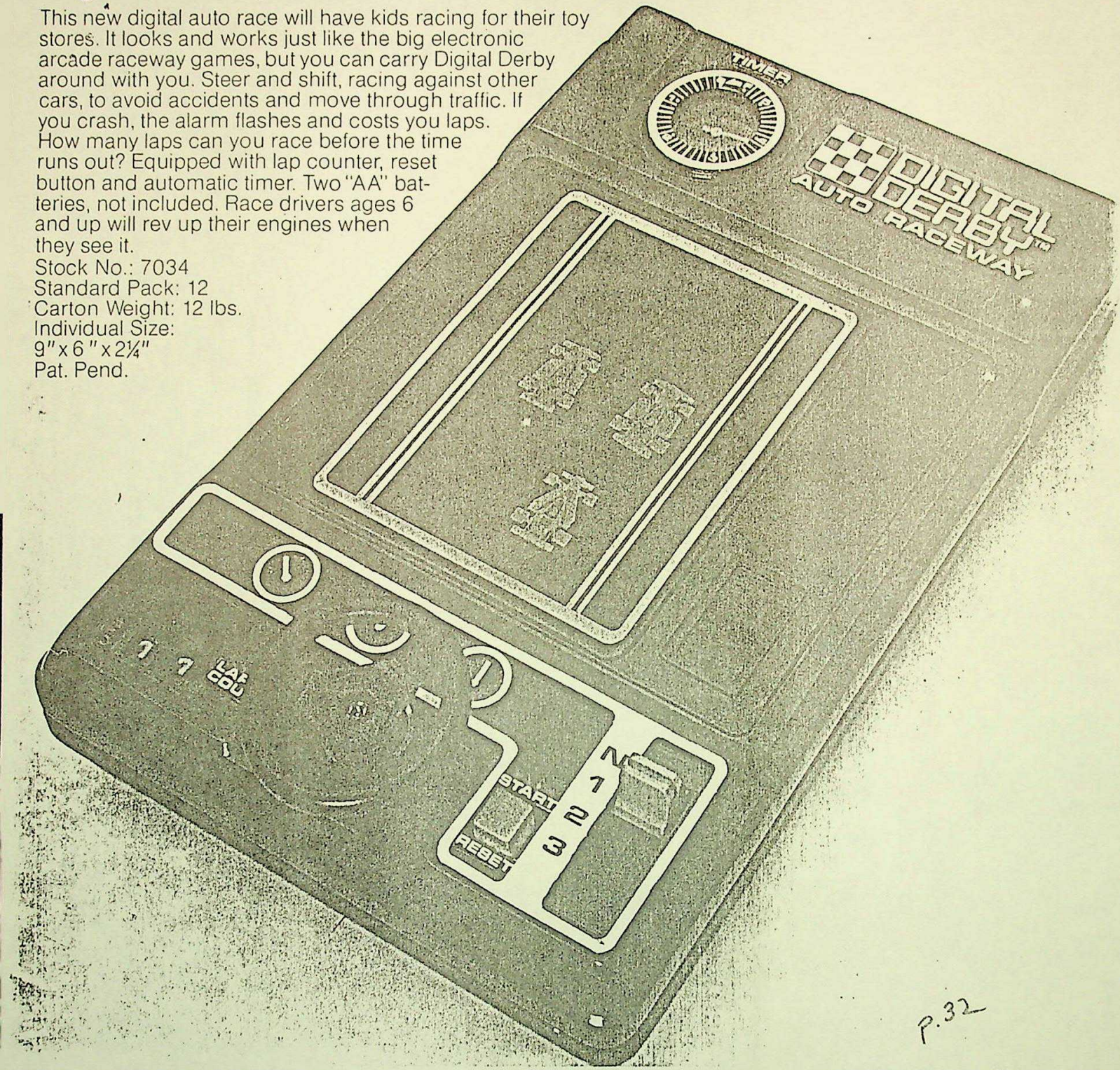
## Runaway Rock

When kids see Runaway Rocket, it's going t runaway best seller. It has all the fun of Drive Yourself C but it goes a lot further. It goes all the way into outer s Realistic rocket controls are finger-sized and you actually guide the rocket through the galaxy dodging meteors, moons, aerolites, celestial bodies, comets, pl and assorted space stuff. It puts little astronauts' coordin and speed reaction to a tough test. Operates on on battery, not included. For space travelers 6 an

# Digital Derby™ TV

This new digital auto race will have kids racing for their toy stores. It looks and works just like the big electronic arcade raceway games, but you can carry Digital Derby around with you. Steer and shift, racing against other cars, to avoid accidents and move through traffic. If you crash, the alarm flashes and costs you laps. How many laps can you race before the time runs out? Equipped with lap counter, reset button and automatic timer. Two "AA" batteries, not included. Race drivers ages 6 and up will rev up their engines when they see it.

Stock No.: 7034
Standard Pack: 12
Carton Weight: 12 lbs.
Individual Size:
9" x 6" x 2¼"
Pat. Pend.

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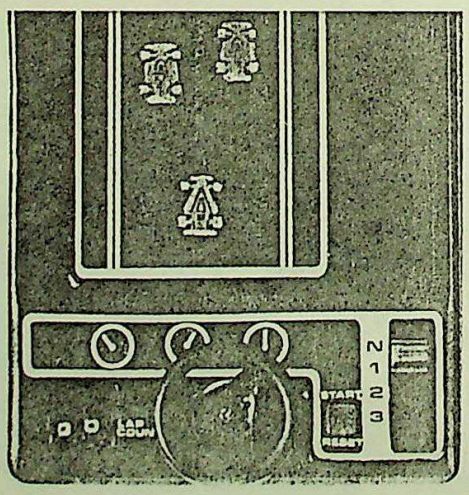
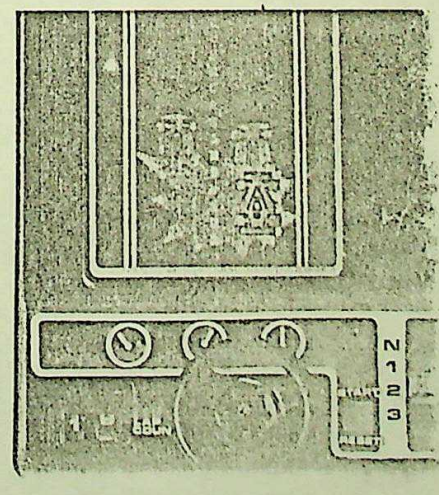
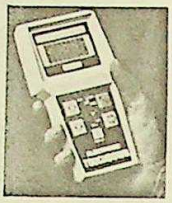


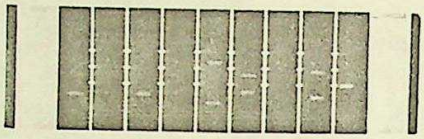


# Compare

Look at this low price for your choice of three of the most popular electronic sports games ever $22.99 each without batteries



Have a road race in your living room, shoot baskets in the kitchen or play football while riding in a car! These hand-held electronic games are fun you can take almost anywhere . . . at a price almost anyone can afford.



The computer controls the defense and you control the offense as you try to score an **Electronic Touchdown!** Get all the excitement of a real football game as you block, run, kick and even pass. Shake tacklers as you race downfield. Set up a pass play and throw the bomb. Two different skill levels let you speed up the defense to play "Semi-Pro" or "Pro". Two players can compete by controlling the opposing offenses. Electronic sound effects include referee whistles and even a song that plays when a touchdown is scored. LED displays give you time, score, downs, yards-to-go and field position. Solid state design with plastic case 7x4¼x1¼ inches high

AGES: 8 to adult.

ORDERING INFO: Requires one 9-volt battery or AC adapter, not included, order below

**49 TH 65352**—Shpg. wt. 12 oz. . . . . $22.99

**DieHard 9-volt Alkaline Battery** (not shown).
**49 C 46859**—Shpg. wt. 2 oz. . . . . Each $1.49

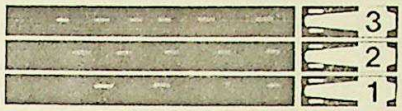
**AC Adapter for Electronic Touchdown** (not shown). UL listed. For use with 6, 7½ or 9-volt electronic games. Miniature and sub-miniature adjustable plugs. 9-volt battery clip tip included. 110–120-v., 60-Hz. AC. 6-ft. cord. Not for children under 8.
**49 TH 65244**—Shpg. wt. 6 oz. . . . . $4.99

**Electronic Basketball** pits your basketball skills against a computerized defense. It's a race against time as you move onto the court and drive past the defensive players for a lay up. Shoot as many baskets as you can before the timer counts down 24 seconds. Action includes blocked shots and rebounds. Two skill levels let you speed up the defense to make scoring more challenging. Two-player memory lets you take on an opponent. Sound effects for a basket made, turnover, end of quarter, blocked shot and end of game. LED scoreboard. Solid state design. Plastic case measures 5 7/16x3½x1¼ inches high overall.

AGES: 8 to adult.

ORDERING INFORMATION: Requires 4 "AA" batteries, not included, order at right.

**49 TH 65453**—Shpg. wt. 8 oz. . . . . $22.99



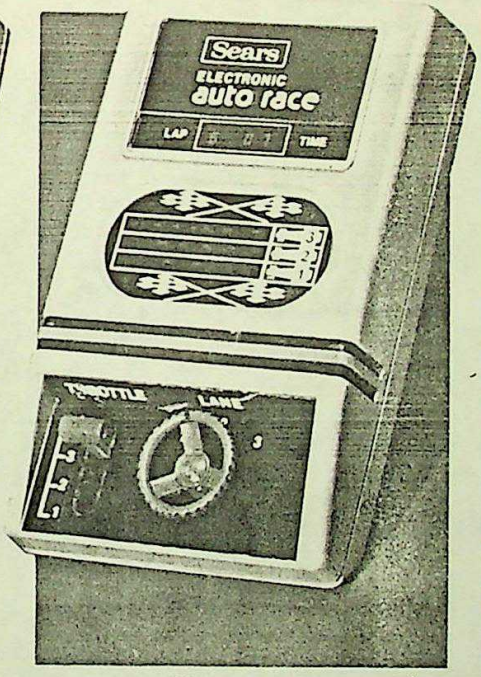

**Auto Race** brings you the thrill of realistic raceway action. Try to complete 4 laps before timer counts down 99 as you shift gears and gun it up to high speed. Avoid collisions by cutting from lane to lane in a series of close calls. Hear your "motor" roar as you shift gears. Hear sound effects for victory, defeat and crack-ups. LED scoreboard shows elapsed time, counts laps and number of collisions. Solid state design. Plastic case. 5½x3½x1¼ in.

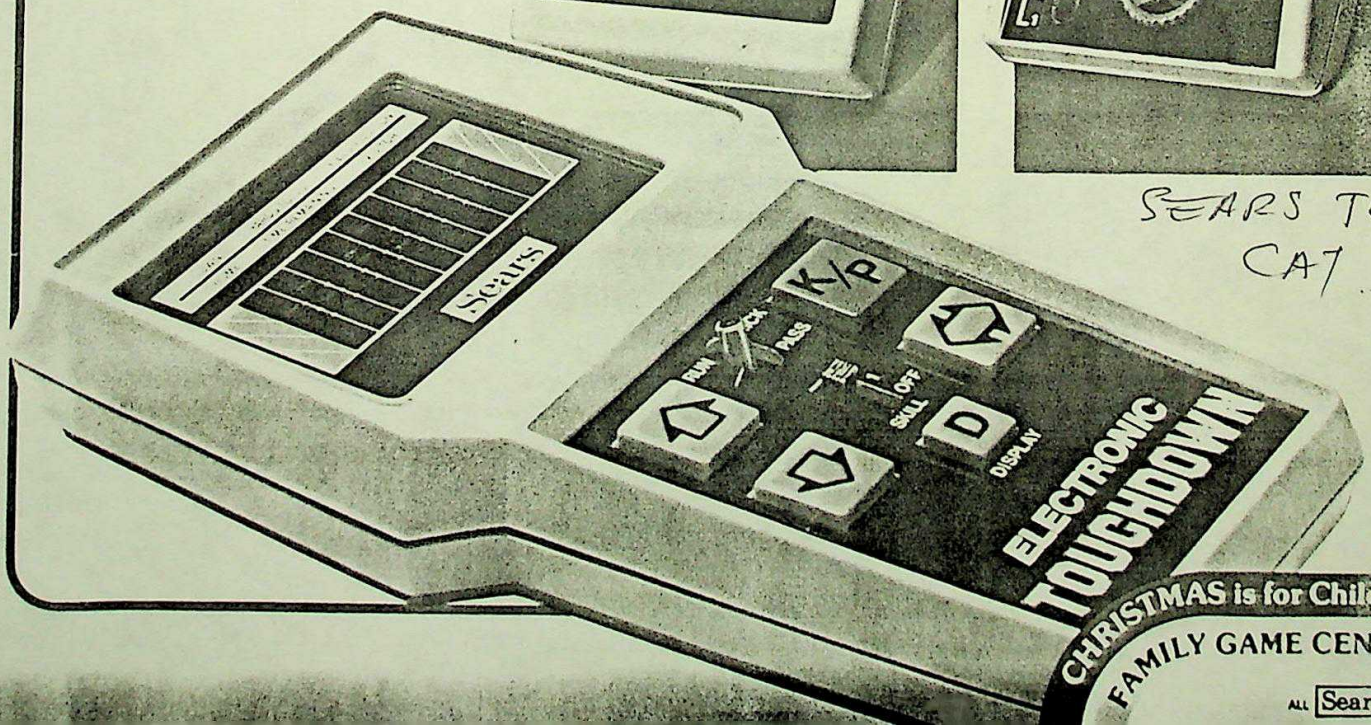
AGES: 7 to adult.

ORDERING INFORMATION: Requires 3 "AA" batteries, not included, order below.

**49 TH 65452**—Shpg. wt. 8 oz. . . . . $22.99

**DieHard "AA" Alkaline Batteries** (not shown). For above and at left. Package of 2.
**49 C 46819**—Shpg. wt. 2 oz. . . . . Pkg. $1.19

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FAMILY GAME CENTER

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# ELECTRONIC SPORTS GAMES

SEARS TOYS CAT

Remote control pitching unit for (1)

(1) **Electronic Baseball.** You can be the batter, or try your hand as a big league pitcher and show off your fastball. 5 different pitches; if you're playing alone, use "computer" pitcher; or with another player, pitch fastballs, changeups, curves, sliders or knucklers. Remote control pitching unit lets you conceal your pitching strategy. LED readout keeps track of all balls, strikes, outs, base runners and score. You'll see flashing lights and hear a different sound on every play. Watch the players "run" around the diamond on a hit. Once you've hit the ball, computer decides if you'll score. No TV set needed. Includes scoring sheets, instr.
CONSTR: Plastic. Measures 8¾x6¼x1¼ in. high.
FOR AGES: 6 years to adult.
ORDER INFO: Uses 3 "AA" batteries, not included; (order packages below). Warranted by Entex Industries; for free copy, see page 322.
**49 TH 62275—Shipping weight 1 lb. 4 oz. . . . . $28.47**
Package of 2 "AA" Alkaline Batteries
**49 C 46819—Shipping weight 2 oz. . . . . Pkg. $1.19**
Package of 2 "C" Alkaline Batteries
**49 C 46839—Shipping weight 5 oz. . . . . Pkg. $1.39**

(2 and 3) **Electronic Hockey and Soccer.** Hand-held electronic games let you play against another player or computer on the ice or playing field. You control the offense by moving puck or ball down field, setting up shot, then shooting. Your opponent or the computer attempts to block or intercept puck or ball on defense. Blips of light represent each player and blinking light blip the puck or ball. Both games feature special electronic sound effects, LED position indicators, digital scoring, automatic timing, 4 direction keys and shoot button.
CONSTRUCTION: Plastic, each 8¾x5¼x1¾ inches high.
FOR AGES: 6 years to adult.
ORDERING INFORMATION: Each uses 3 "AA" batteries, not included (order packages at left). Warranted by Entex Industries, Inc.; for free copy, see page 322.

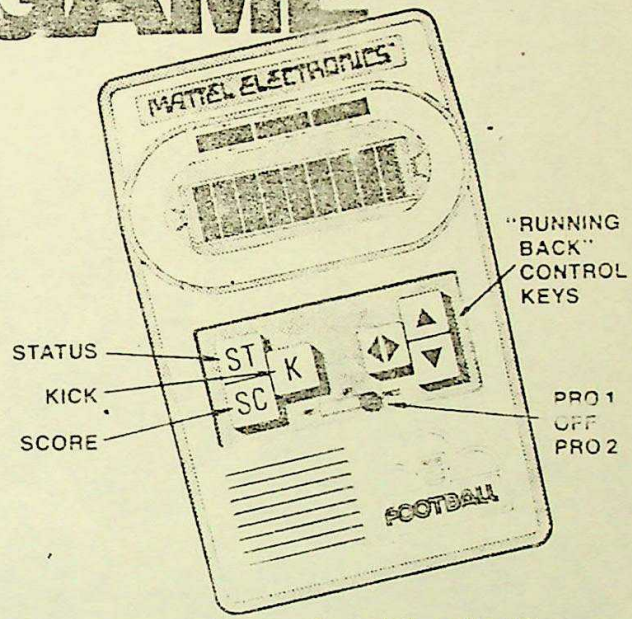
(2) Electronic Hockey Game
**49 TH 65777—Wt. 1 lb. 7 oz. . . . . $29.97**

(3) Electronic Soccer Game
**49 TH 65779—Wt. 1 lb. 7 oz. . . . . $29.97**

(4) **Digital Diamond.** A push-button 2-player baseball game. Pitcher can throw fastball or curve, batter can hit or miss. If it's a hit, digital light goes into field. The fielder-pitcher then pushes button to see if it's a single, double, triple, out or home run! Scoreboard registers score, men on base, balls, strikes, outs. No TV set needed.
CONSTR: Plastic, 8¾x6x2½ inches high.
FOR AGES: 6 years to adult.
ORDERING INFO: Uses 2 "AA" batteries, not included (order package at left).
**49 TH 65043—Shipping weight 1 lb. . . $11.99**

(5) **Digital Derby Auto Raceway.** How many laps can you race before time runs out? Steer, shift, race against other drivers but if you crash, the alarm flashes and costs you laps.
CONSTR: Plastic, 8¾x6x2½ in. Lap counter, reset button, automatic timer. For 1 player.
FOR AGES: 6 years and up.
ORDERING INFO: Uses 2 "C" batteries, not included (order package at left).
**49 TH 62006—Wt. 1 lb. 3 oz. . . . . $14.27**

# MATTEL ELECTRONICS™ FOOTBALL GAME INSTRUCTIONS




- *The competition of real football*
- *The skill of real play*
- *The latest micro-electronics*
- *The most challenging football game yet*

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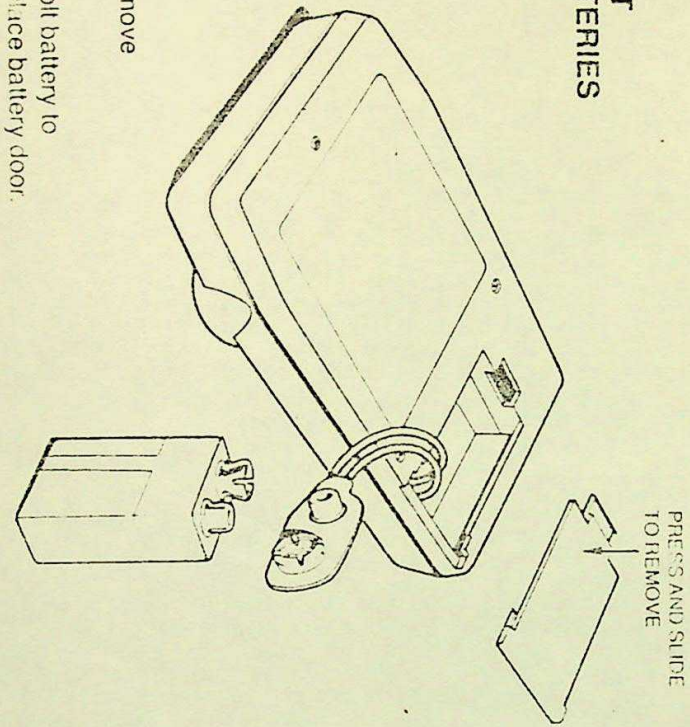
## HOW TO PUT IN THE BATTERIES



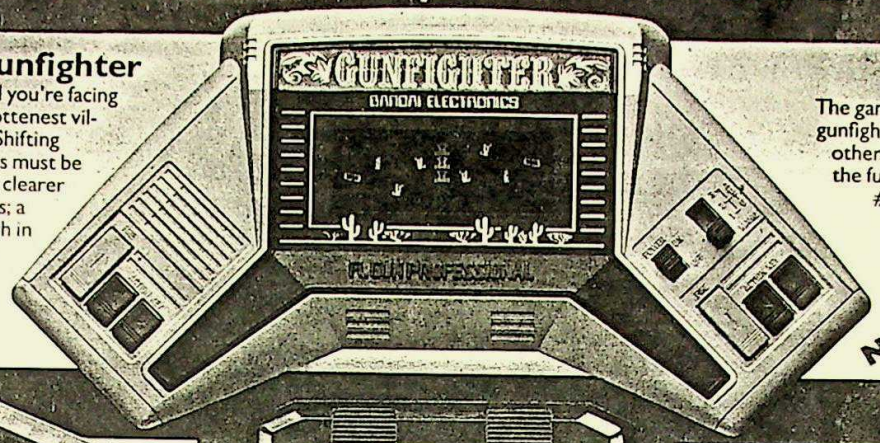

Turn Electronic Football over, face down. Remove battery door.

Attach one 9-volt battery to connector. Replace battery door.

# The Ultimate in Unique Hand-Held Games

## Bandai Gunfighter

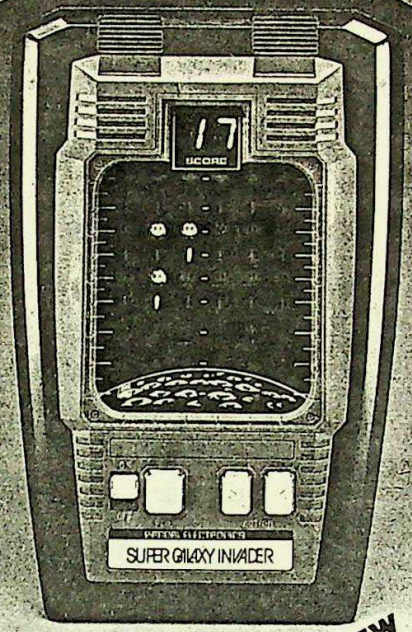
It's high noon and you're facing Black Bart, the rottenest villain in the West. Shifting "cactus" obstacles must be shot down to get clearer shooting positions; a moving stagecoach in the middle of the screen adds even more excitement.



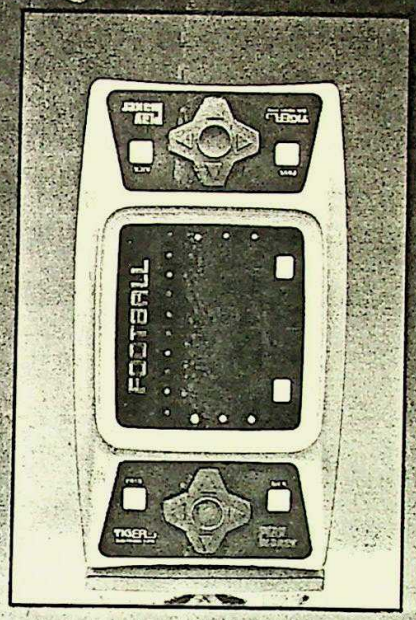

The game ends when one gunfighter finishes off the other. He falls dead—as the funeral march plays.
#BAN8006 (3 lbs)
**$34.95;** Requires 4 #ERAA Batteries (2/pkg; 1 lb/pkg) $1.75/pkg.

NEW

NEW




NEW




## Bandai Miracle Baseball

Miracle Baseball has a 4" x 3" liquid crystal screen. Features include base stealing, sacrifice flies, double plays, bunting, 6 pitches, remote controls, and—you can move defensive players to catch a ball! For ages 8 and up.
#BAN8010 (3 lbs) **$49.95;**
Requires 2 #ERAA Batteries (2/pkg; 1 lb/pkg) $1.75/pkg.

## Bandai Super Invader

Your missile station is under attack! Regiments of aliens surround you—you shoot through two levels of creatures to clear the way for a shot at the mother ship. *If you can!* Oversized LED screen; 6-element sound effects.
#BAN8003 (3 lbs) **$34.95;**
Requires 6 #ERAA Batteries (2/pkg; 1 lb/pkg) $1.75/pkg

## Tiger™ Deluxe Football

Bright scoreboard display, and exciting sound! Deluxe Football includes unique features—choice of 4 offenses and defenses, fumble recovery, and, instant replay. Nine different skill levels; for one or two players.
#TG7550 (3 lbs) **$44.95;**
Uses 6 #ERAA Batteries (2/pkg; 1 lb/pkg) $1.75/pkg.

NEW

## Texas Instruments' Youth Stopwatch

*For young athletes*

This is an economically-priced watch ideally suitable for young joggers. Displays hour, minute, second, month, and date. Stopwatch times up to 14 minutes 59 seconds; after 15 minutes starts over at zero. The perfect watch for all sports: running, biking, playing ball, and more. Comes in black plastic case with vinyl strap.
#Ti56210 (2 lbs)
**$16.95.**

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## COLECO Quiz Wiz

*Get the Smarts!*

The computer game that challenges you with questions on movies, trivia, sports, travel and lots more. Snap in the game cartridge and go! You get a green light and beep for right answers, a red light and a "razzberry" for wrong! Comes with programmed Game Cartridge and Quiz Book #1.
#QUIZWIZ (4 lbs) **$29.95.**
Uses 1 9-volt battery #ER9VOLT (1 lb) $1.75, or #DS6908 9-volt adapter (2 lbs) $6.95.

**QUIZ WIZ Cartridge Books (1 lb) $6.95 each:**

- #QUIZ 2 The World of Sports
- #QUIZ 3 Movies and TV
- #QUIZ 4 People and Places
- #QUIZ 5 Trivia
- #QUIZ 6 Music and Books
- #QUIZ 7 Math Mania
- #QUIZ 8 The Book of Lists
- #QUIZ 9 Greatest Sports Legends
- #QUIZ 10 Super Heroes
- #QUIZ 11 Disaster!
- #QUIZ 12 The Ocean—Mankind's Last Frontier
- #QUIZ 13 Energy—The Fuel of Life
- #QUIZ 14 How Things Work—Aerosols to Zippers
- #QUIZ 15 Nat'l Basketball Assn
- #QUIZ 16 Nat'l Football League Players Assn.
- #QUIZ 17 Major League Baseball
- #QUIZ 18 Guinness Book of World Records
- #QUIZ 19 The People's Almanac #1 & #2
- #QUIZ 20 Sherlock Holmes & other Famous Mysteries